BETTER FARMING METHODS

JULY 1959

50 CENTS

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PROFESSIONAL MAGAZINE FOR COUNTY AGENTS, VO-AG TEACHERS AND OTHER AG LEADERS

WYETH ANIMAL HEALTH TOPICS

YOU CAN CUT LOSSES DUE TO SHIPPING FEVER
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Benzathine penicillin G and procaine penicillin G, Wyeth

Shipping fever is primarily a disease of the lungs and has probably caused the death of more young cattle than any other disease. But it can affect cattle of any age or type.

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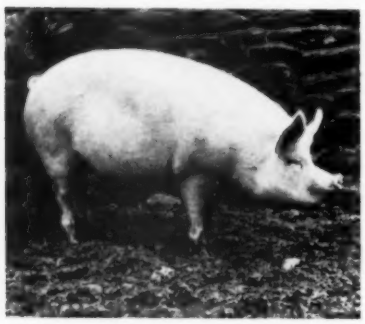
Act fast and save your cattle now with INJECTION BICILLIN FORTIFIED!

AVAILABLE: As a stabilized aqueous suspension of penicillin in 10- and 50-cc. vials (300,000 units/cc.); in 1-cc. TUBEX® sterile-needle units (600,000 units/cc.); and in 4-cc. disposable syringes (2,400,000 units/syringe).

Don't Let Swine Erysipelas Steal Your Profits!
INJECTION BICILLIN® FORTIFIED

Benzathine penicillin G and procaine penicillin G, Wyeth



Swine erysipelas is noted both for its crippling effect and for the deaths it causes. Hogs surviving erysipelas infection show little interest in food and remain undersized or backward in growth. When this happens, you lose money!

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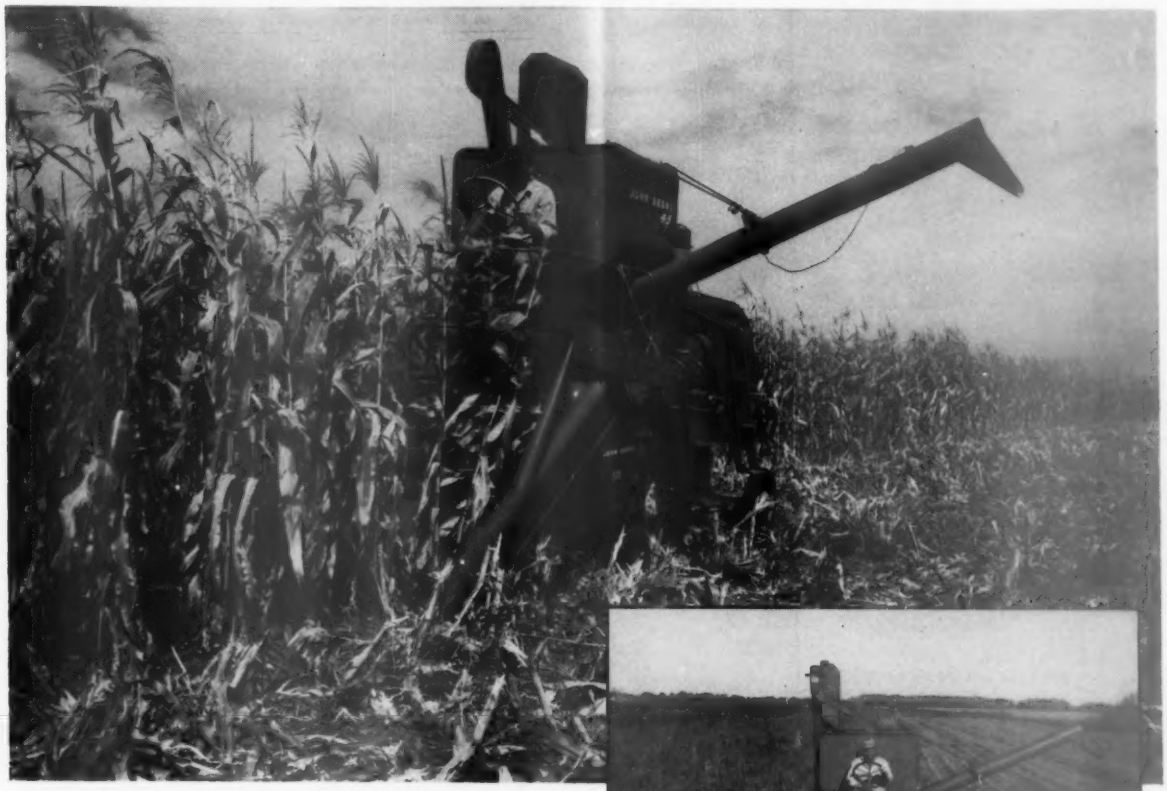
To Keep Animals Healthy *Economically*
RELY ON *WYETH* ANIMAL HEALTH PRODUCTS

It makes good sense . . .

ONE MACHINE FOR CORN AND BEANS



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Yes, it does make good sense to harvest corn and beans as well as small grain and seed crops with one machine. And it makes even more sense to make that one machine a John Deere Self-Propelled Combine. Take the John Deere 45, for example. It has a tremendous appetite. High yields and heavy crops are strictly "meat and potatoes" for this 8- or 10-foot self-propelled. Extra capacity in all units assures more grain, cleaner grain.

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BETTER FARMING METHODS

JULY, 1959

Vol. 31 No. 7

PROFESSIONAL MAGAZINE FOR LEADERS WHO TRAIN AND ADVISE FARMERS

features

THE STORY OF COMMERCIAL FILMS ..... p. 12

Did you know that many companies spend over $1500 for each minute of films they produce. This is only one of the many interesting facts you'll learn in this special article about film production.

DON'T SPOIL YOUR PROGRAM WITH A BAD SCREEN ..... p. 18

Even with the best films a bad screen can ruin your program. How does your screen measure up?

HOW TO PLEASE AN EDITOR ..... p. 20

The author suggests that the best way to please an editor is to forget him. This radical bit of advice is not as crazy as it sounds.

YOU CAN MAKE GROUP PICTURES ..... p. 30

The big problem in making group pictures is to make the picture interesting while making the faces prominent. This article tells you how.

AGRICULTURAL FILM DIRECTORY ..... p. 37

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"Just in the first few days we had this extension here in the egg room, it increased our sales," says Henry Mullins. "We knew we were missing customer calls on the house telephone when we were both working out here. Now, we've come to feel this extension is a necessity."

This extension phone paid its way right from the start

Henry Mullins produces over 400 dozen eggs a week on his poultry farm near Gaffney, South Carolina.

He sells them to 85 families and small stores within delivery distance of the farm.

Marketing eggs and improving his operation takes a good deal of Henry's time. So, Mrs. Mullins lends a hand in the egg room with washing and grading.

And that created a problem.

With both Mr. and Mrs. Mullins working in the outbuildings, there was no one in the house to answer customer calls. The house is over a hundred yards from the egg room—too far to answer a phone.

So, Henry decided to get an extension telephone in the egg room.

Now, customer calls are never missed or delivery time wasted. Henry figures the extension is a farm tool that pays a handsome profit.

In other ways, in all types of farming, extension telephones are helping folks save time and make the most of their opportunities. Chances are an extension can do the same on your place. Just call your telephone business office. They'll be glad to help.

BELL TELEPHONE SYSTEM

KEEPING UP IN AGRICULTURE

- **"Automatic Pilot" for Tractor Steering**
- **An Easier Way to Test for Brucellosis**
- **Scientists Develop Alarm for Rust Outbreaks**
- **Pfizer Announces Animal Husbandry Award**

Farm Real Estate at Record High

The market value of farm real estate (land and buildings, that is) advanced to a record high of 125.1 billion dollars, or $108.11 an acre on March 1, 1959. This was 8.8 billion dollars, or 8 percent, above the March 1, 1958 value. The number of farms offered for sale during the winter of 1958 continued at the 1 owlevel of recent years, and more people were looking for farmland to buy this last winter and early spring than a year earlier.

Ronnel, A New Livestock Pest Killer

An organic phosphorus chemical, Ronnel (Korlan), has been added to the list of insecticides recommended by the USDA for the control of several livestock pests. It is available as a spray, a smear, and as a bolus.

Used as a spray, ronnel may be applied to beef cattle for the control of horn flies, lice, ticks, and screwworms, and to sheep and goats for control of lice, keds, screwworms, and fleeceworms. It is also effective against lice on swine. Recommended spray strengths are 0.75 percent for beef cattle and 0.5 percent for sheep, goats, and hogs.

Open for Business—National 4-H Club Center

The new National 4-H Club Center, located on a 12½-acre site near Washington, D. C., was officially opened at the National 4-H Conference in June. Through the center, opportunity is provided for training young people in character-building and provides guidance for their leaders in program planning and development. The center includes dormitories, cafeteria, conference rooms, plenty of parking, exhibit halls, and classrooms.

New Alarm for Rust Outbreaks

Agricultural scientists are building eight strains of corn into an instrument that can warn them of new outbreaks of rust, diagnose the disease when it hits, and even tell how to fight back with resistant corn.

The "rust alarms" will warn scientists when a new outbreak of rust is coming, tell them something about the genetics of the new strain, and even point out which breeding stock to use for meeting the attack with resistant corn.

The warning plants (eight different strains of corn) each carry resistance to all but one strain of rust. This means that rust gives itself away when it strikes any one or more of the eight corn types. Scientists can tell, from the plant attacked, exactly what strain of rust they're dealing with.

"Automatic Pilot" for Tractor Steering

An "automatic pilot" that steers a tractor while cultivating corn has been developed by the USDA.

With this device, the driver simply starts the tractor on the right row. Then the "pilot" takes over until the tractor reaches the far end of the field. The driver still turns the tractor around at the end of the row and into the next one. But while actually cultivating, all he need do is ride along.

Further research will be on whether the pilot will work on extremely small plants, like corn or soybeans 2 or three inches high. This is the stage at which cultivating is most difficult and when automatic steering would be helpful.

Researchers Learn About Cow's Eating Habits

Dairy cows eat grain faster in milking parlors than in stanchion barns. That is the conclusion from a study conducted at the University of Arkansas.

In a study involving 54 cows of Brown Swiss, Guernsey, Holstein, and Jersey breeds, the researchers found that the cows required an average of 124 minutes to get a fill of silage. They ate an average of 35.9 pounds at the consumption rate of 3.45 minutes per pound of silage.

Animal Husbandry Award Announced by Pfizer

A $1,000 award to an outstanding specialist in animal husbandry in United States or Canadian Extension work will be initiated this fall by Chas. Pfizer & Co., Inc.

It will recognize the Extension worker employed by a state, provincial or federal Extension Service in the United States or Canada who shows superior abilities in serving the livestock industry of his state or country.

An Easier Way to Test for Brucellosis

Western cattlemen may now use a new method for screening range beef cattle herds for brucellosis. The new system is based on blood testing of dry and cull cows on the way to commercial slaughter, rather than testing animals on the range. It is expected to help western range states maintain modified-certified-brucellosis area status more easily than they have in the past.

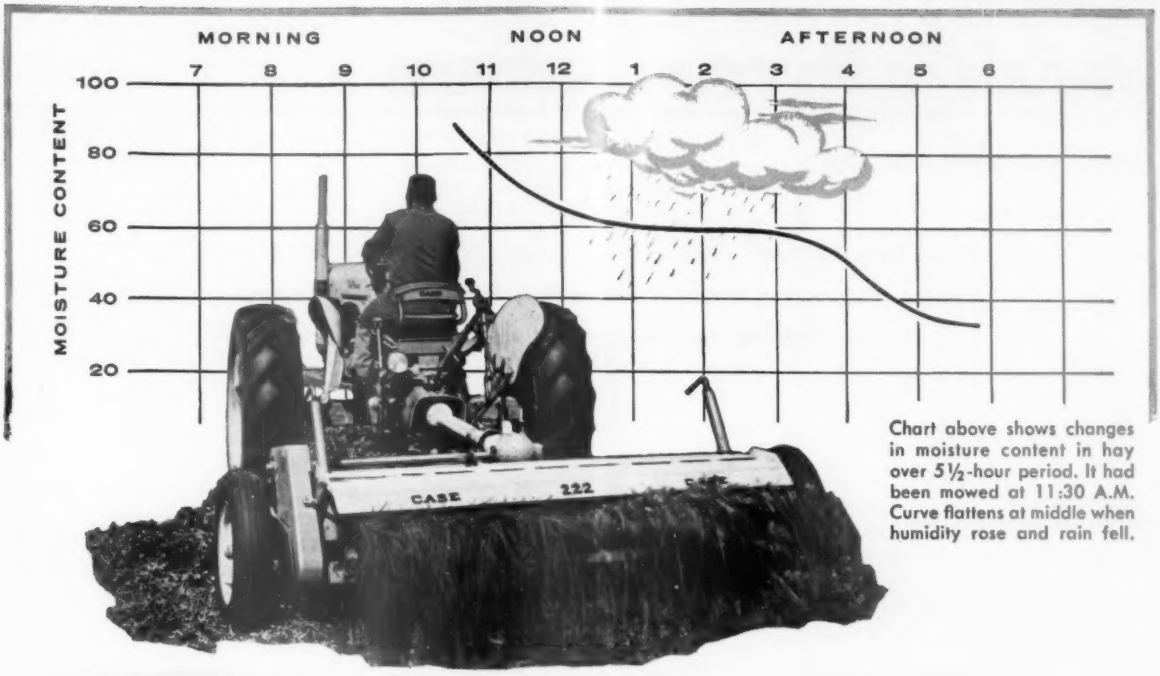


Chart above shows changes in moisture content in hay over 5½-hour period. It had been mowed at 11:30 A.M. Curve flattens at middle when humidity rose and rain fell.

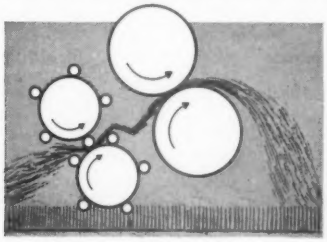
CASE. hay conditioner engineers WELCOMED an unexpected shower!

It started as a routine test. Case engineers were measuring the crimping *and* crushing efficiency of the new Case 222 hay conditioner . . . in relation to conditioners that crimp *or* crush only. At 11:30 A.M. the hay was mowed, and immediately conditioned. Moisture checks were taken at hourly intervals . . . of both hay conditioned with the Case 222 conditioner and with competitive machines.

Shortly after 1:00 P.M., the humidity rose. At 1:40 P.M. a light shower passed over.

Should the test be cancelled? No . . . Case engineers saw a real opportunity. Every day, farmers were experiencing the same unexpected showers during *their* hay making.

Regular moisture checks were continued. The final check at 5:00 P.M. gave the answer! *In spite of the shower,* the hay conditioned with the Case 222 was ready for baling and modern mow drying . . . 5½ hours after cutting. The next best sample (from other machines tested) showed a 6% higher moisture content . . . making it necessary to hold off baling until the following day.



Here's how CASE 2-way conditioning works

The pick-up rolls lift hay cleanly and gently without shattering leaves . . . round bars welded to pick-up rolls break each stem to relieve moisture. Hay is then force-fed to crushing rolls which split each stem so drying begins immediately. Hay is then deposited back on the ground in fluffy, fast-drying swaths.

Your local J. I. Case dealer will be glad to arrange a field demonstration of the new 222 hay conditioner for farm youth or student groups.

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WASHINGTON NEWS

by Jay Richter

Rural Development, considered a program for low-income areas up to now, could pave the way for "long-term economic adjustments" even in high-income areas according to Secretary Benson.

More Rural Development

The Rural Development Program is growing out of its' baby clothes. It's time this approach to the problems of many rural communities became a settled, permanent way of improving opportunities for millions of Americans.

That, in brief, seems to sum up the major theme of that important Rural Development meeting in May at Weston, W. Va. — as far as Washington officialdom is concerned, anyway.

Agriculture Department bureau heads who work with the program were taking a long look at their agency's activities. They were under instructions from Agriculture Secretary Benson to come up with ideas for stepping up their work in this field.

Note this point: The emphasis in Benson's instructions was not aimed at ballooning direct Federal activity. It was pointed to spurring Rural Development activity by getting more and better coordination at all levels, but especially the State and local levels.

Another point worth thinking about: The Rural Development program has been considered, up to now, a tool for depressed, low-income communities. But leaders in some of our better-off rural communities ought to begin facing up to the fact that American Agriculture is a fast-changing thing. Even high-income areas ought to be making plans now, says Benson, to pave the way for "long-term economic adjustments on farms and in rural towns."

About 200 leaders from 34 states attended the May conference at Weston. They went away, say Federal experts who attended, with reinforced convictions that:

- Rural Development is essentially a LOCAL program.

- Despite a lot of talk about it in the past, there still is not enough emphasis on industrial vocational education in rural areas.

(Karl Brandt, a White House economist, told the meeting that in many communities the development of sound family farming units depends on reducing the number of people who depend on agriculture for all their income.)

A parting thought for RDP people from Brandt:

"I have never agreed with those who believe it is our duty to grab everybody and make him 100 per cent efficient. If there are people who want to live in some sort of retirement and do not depend on the whole nation for their support, we can afford to leave them as they are. We have no right to grab somebody and tell him he has to work . . ."

Lawmakers Interested in Integration

Watch out for a new round of Congressional sniping at vertical integration in agriculture.

This grows out of the crisis in poultry prices this Spring. Some lawmakers like Missouri's Congressman Charlie Brown (D) are convinced that the spread of integration was an important factor in the collapse of egg prices.

The Justice Department has told Brown, who heads a House Small Business Subcommittee, that integration practices don't seem to violate any Federal laws. The Missouri Lawmaker promptly asked the Federal Trade Commission for its opinion, and began a search for ideas for new laws on the subject.

Brown isn't the only lawmaker interested. Senator Clifford P. Case (R) of New Jersey, where independent egg producers complain integrators are forcing them to the wall, has predicted the Senate will be taking a close look at this subject.

No Action on Acreage Reserve

There's considerable uncertainty at presstime over the future for the Conservation Reserve.

Under present law, no additional CR contracts can be signed after the 1960 crop year. The question now is — will Congress and the Administration let the matter rest there.

If nothing is done, contracts now in force and those signed in 1960 will continue. But no additional acres will be taken out of production. The acreage idled will hit a peak of about 28 million next year, depending on the size of the 1960 program finally authorized by Congress. From there it will begin to decline.

Many experts have said that if the CR was to be made a really major contribution to cutting surpluses, it should be expanded to take in 40 million to 50 million acres. Hopes of approaching that goal were raised earlier this year when the Administration talked of proposing a three-year extension of the period for signing new contracts. But those hopes have cooled with Benson's recent indica-

tions that he would not push for the extension unless he also got approval of some other portions of his farm program.

Congress itself has made no moves to extend the program at presstime.

Farm Price—Ceilings

Congressional worries about what city folks think of the Federal farm program were spotlighted by the way the lawmakers voted recently on price support ceilings for individual farms.

Every time the issue came up on the floor of the House or Senate, the vote in favor of ceilings was overwhelming.

The big factor, many lawmakers say, was the growing publicity given to price support surpluses and costs.

New Bank for REA

What do members of local rural electric cooperatives think of Secretary Benson's latest proposal for REA financing?

USDA officials think the answer to that question holds the key to the success of the plan.

The proposal drew only criticism in the first round of reaction from Congressional leaders. It got no support, either, from national REA co-op leaders.

But Benson's aides are pinning their hopes on backing from the grass roots. They believe their plan will generate enough support, when it's understood, to force Congress to act.

Briefly, what the Secretary proposed is a new bank for Rural Electric cooperatives. The bank would be run by the co-op borrowers, patterned after the banks serving other farm credit needs through the Farm Credit Administration.

The most controversial part of the proposal is the same argument around which recent REA battles have been waged — the interest rate. Benson's proposed bank would have to go to commercial money markets for new funds. It would have to charge its borrowers far more than the 2 per cent interest rate they now pay for loans from the Rural Electrification Administration.

May Stop Grading Lambs

Federal lamb grading may be ordered suspended for a trial period of about two years.

USDA officials, impressed by complaints from major producer groups and big meat packers, had tentatively decided to drop the grading program for lamb as of August 1.

Before making the decision final, though, USDA gave defenders of the grading system a chance to file additional arguments. Deadline on those protests was set for June 22.

The producers and packers who want grading suspended maintain it interferes with efficient merchandising. Opponents of the move protest it will lead toward monopoly in the packing industry. This will reduce competition among lamb buyers and hurt producers, they claim.

Expanded Insect Research

Backers of expanded research on two major insect problems had strong hopes at presstime Congress would approve stepped-up efforts in this field.

The Senate had voted extra funds for work on the cotton boll weevil and the corn borer. Next step was to convince the House to let that money remain in the final version of the bill financing USDA programs for the fiscal year beginning July 1.

Can't Negotiate Allotments

You can pretty well write off any prospect of a new law this year giving the farmers the right to lease or sell their acreage allotments.

The idea was attractive to a number of commodity leaders, especially in cotton. But House farm bloc members indicated recently that nothing is likely to be done this year in view of Administration opposition.

"I'm getting a little fed up, Harvey, with these gags you pull everytime you deliver my government check."

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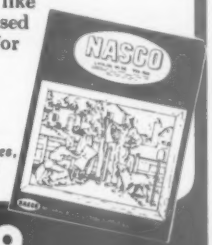

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ECHOES

letters from our readers

WANTS REPRINT PERMISSION

Your publication "Better Farming Methods" dated June, 1959, contains an article, entitled "Do You Advise Farmers on All Problems", the author being Robert S. Smith, Cornell University.

In our bank and our affiliate, Security Insurance Agency, we recognize this as a matter of prime importance to our farm customers.

We request permission to duplicate the above-mentioned article with the intent and purpose of using same to help our employees do a more complete job of counseling our farm customers. — *Merald C. Johnson, agricultural representative, The First National Bank, Fairmount, Minn.*

Certainly, Mr. Johnson was given permission to reproduce this article. — Editor

WHAT LUCK! MOVING TO PARIS

I thoroughly enjoyed your June issue. The entire issue was filled with honest pertinence and persuasion . . .

Your postscript on your editorial has raised some apprehension about what will be offered editorially next month. I am afraid I shall not be able to read it unless I tell you that my address will be Office of Education, UNESCO, Place Fontenoy, Paris 7e, France. I would certainly appreciate the opportunity of reading your journal at this new office location . . . — *Gordon I. Swanson, associate professor, Department of Agricultural Education, University of Minnesota, St. Paul* 1, *Minn.*

Mr. Swanson, we have requested our circulation department to send Better Farming Methods to your Paris address. Thanks for your nice letter and best of luck in your new assignment. — Editor

ANYTHING WORTH DOING . . .

Your editorial in the June issue of Better Farming Methods is certainly criticism in the right direction. This thing called "Communication" is one of our easiest tools, it is free to us, but the tool most left out of our Extension program.

My way of thinking is "anything that is worth doing is worth publicizing." Several times recently, in talking with other agents, the conversation got to radio programs. Each would tell how many programs a month and the time of day. When my time came, I would tell them about my five programs a week. They looked startled and asked "when do you have time to do this?" . . .

Your editorial kind of "hit the target" with me. In the first place I like Extension work. I like the day by day challenge it offers a person because of the great opportunity it presents to help people.

I hope you will continue to hit on this thing called "Communication" in Better Farming Methods. We are all familiar with the Extension budget cut in Wyoming. Now would be a good time to look into our own communications work. Of course, as you stated in your editorial, "recognizing the problem is half the solution. We need to do something about the situation." — *Tom McCutchen, county agent, Union City, Tenn.*

Of course we agree that "communications" is indeed an important — and often neglected — job of every ag leader. — Editor

A PLEASANT SURPRISE

The local county agent dropped into the house a few nights ago with a copy of the June issue of "Better Farming Methods". Much to my surprise I found myself featured in the cover picture and the story on page 12 by Gerald McKay.

I was then county agent (1944) in this county (Caledonia) and the farm visit was to Frank Shaw, South Peacham, Vt.

I am sincerely glad to see the picture used to illustrate the ideas which Mr. McKay was getting across to your readers and I found too that what he says was most pertinent.

I was here in this county 12 years and have just returned from five years in the Foreign Service as Extension Advisor in Iran and Lebanon. From this latter experience I found that "people are people" the world over and in assisting the governments and departments of agriculture in these two countries we used many of the same ideas and tools which our experience had shown worked in America.

Would it be possible to have five or six copies of this issue sent to me if available, and I shall be very glad to pay for same. — *Thomas H. Blow, St. Johnsbury, Vt.*

We were pleased to hear from "Tom" Blow after his photograph appeared on the June issue of Better Farming Methods. Some of you may wish to write him at his present address. We sent Mr. Blow a half dozen copies of this June issue with our compliments. — Editor

YES, GO RIGHT AHEAD

I believe it would be a fine service to those of us engaged in agricultural education, if we could obtain reprints of your editorial in the May, 1959 issue of Better Farming Methods.

I would like to have a large supply to distribute where your editorial message would do most good. I am located in a Kansas City suburban area, and realize full well the "average man on the street's attitude toward farmers as a whole.

If reprints are not available, do I have your permission to mimeograph your editorial and distribute it? Of course a printed page would be much more effective.

You have a fine magazine, and I wouldn't be without it at any cost (hope this doesn't give you any ideas though). — *H. D. Garver, vocational agriculture teacher, Merriam, Kans.*

We have received several letters on the article, "Teachers, Let's Be Honest", which appeared in the June issue of Better Farming Methods. However, we are not including them in the "Echoes" column of this July issue. They will be published in the August issue. By that time we hope to have more letters so that each of you will have a chance to express your opinion on this important topic.—Editor

We did not have reprints of the May Better Farming Methods editorial, but Mr. Garver got the go-ahead to reproduce the editorial for local distribution. — Editor

MISSION ACCOMPLISHED

I thought your editorial in the May issue was excellent and very timely. If you have a further breakdown of the subsidies, I would certainly appreciate your sending me a copy. I would also like to know the budget year involved. — *C. H. Johns, county agent, 504 Courthouse, Birmingham 3, Ala.*

Mr. Johns' letter was referred to the National Grange, publishers of the original material for the May editorial in BFM. They have sent the material he requested. — Editor

FARM LEADERSHIP COVERAGE

. . . I should like to comment you are doing much-needed "brush-cutting" in your field. I see several articles in the May issue that show a refreshing sense of urgency in farm leadership coverage.

Best wishes for continued success. — *Bernhard A. Roth, Head, Field Information Unit, USDA Soil Conservation Service, 7600 West Chester Pike, Upper Darby, Pa.*

Thank you very much, Mr. Roth, for your nice comments about Better Farming Methods. — Editor

COMMENTS ON MAY ISSUE

. . . I want to compliment you on the last issue of Better Farming Methods. I thought it was exceptionally good. I got a kick out of the article "Are You a Weasel-Worder?" I can assure you that many county agents are past experts at this.

I was also quite interested in the article on "Management, the Biggest Word in Farming". I have observed for many years the great difference in net income between farms. A farm may be the same size, the same soil type, the same number of laying birds, but still there will be a great deal of difference in the labor income.

At any rate, I want you to know that I do read Better Farming Methods quite thoroughly, and look forward to each month's issue. — *Richard P. Hartman, agricultural agent, Toms River, N. J.*

Of course, we appreciate these nice comments. It's encouraging to the editor to know that at least some of the readers are pleased with his work. — Editor

NEW IDEA gives you clean shelled corn straight from the field

Shell quick as you can pick with this high-capacity New Idea field shelling unit . . . Handles the toughest, heaviest stands where lighter shellers fail.

Now . . . cash in on profitable shelled corn harvesting with this ruggedly-built NEW IDEA. Harvest your crop earlier. Handle it more economically. Store it in 50% less space. Or, sell it for highest market prices.

NEW IDEA sheller teams with NEW IDEA mounted picker or snapper gathering unit. Shells with gentle action, yet there are no delicate mechanisms that might be damaged by cobs and pieces of heavy stalks. Easy 30-minute, one-man changeover lets you harvest ear corn or shelled corn, either or both the same day.

Sheller feeds clean shelled corn into built-in, power unloading grain bin with leveling auger (as shown above), or available without grain bin for loading into trailing wagon (as shown below).

Sealed-for-life ball bearings make lubrication easy. Only 5 daily and 8 periodical grease fittings on grain bin model. Only 3 daily and 7 periodical fittings without bin.

See the NEW IDEA picker-sheller now at your NEW IDEA dealer's. Or mail coupon today for free literature.

PTO-operated New Idea sheller hugs gathering unit of NEW IDEA picker or snapper for easy maneuverability. To change from ear corn to shelled corn, simply remove trailing husking unit and attach sheller. Change either way by yourself in less than 30 minutes.

New Idea mounted picker picks cleanest . . . husks cleanest . . . gets more down corn. NEW IDEA's high-capacity trailing husking unit puts less weight on tractor wheels . . . permits operation in soft fields. Husking-bed has biggest capacity of any mounted picker.

NEW IDEA FARM EQUIPMENT CO. DIVISION AVCO DISTRIBUTION CORP.
Dept. 98, Coldwater, Ohio

60th YEAR NEW IDEA

Please send me the following FREE literature:

- ☐ Field Sheller
- ☐ 2-Row Mounted Picker
- ☐ 2-Row Pull-Type Picker
- ☐ 1-Row Pull-Type Picker
- ☐ 2-Row Mounted Snapper
- ☐ 1-Row Pull-Type Snapper

Name_____

Address_____

Town_____ State_____

$1500 A MINUTE- THE STORY OF COMMERCIAL FILMS

"Dynamic Careers Through Agriculture" required building and photographing this specially built "world".

Did you know that many companies spend over $1500 for each minute of the film that you can get simply by paying return postage? Or that the sponsor may spend another $25,000 for prints after paying twice that amount for actual film production? You'll learn many other interesting facts about the commercially sponsored film in this special article by an expert on the subject.

by Herbert L. Schaller

Here, a film crew shoots footage of the finished agricultural product.

● COMMERCIAL FILMS are not "scarce as hen's teeth". They are as numerous as fleas on a dog — and sometimes just as irritating!

In the field of agriculture large numbers of sponsored films are available to agricultural leaders. Some earnestly seek to meet a need — to answer a question — or alleviate a problem. Others promote in a suggestive way a selfish motive, but one that has merit for those who would use and adopt it. A few are just outright "commercials" and of little value to conscientious ag leaders.

But all of them have one thing in common: *They are expensive to produce, circulate, and maintain.*

Films are somewhat like children. Their birth is not always easy; they are expensive to raise; despite their careful "bringing up" they sometimes go astray; and the comments of people can vastly influence the future they may or may not enjoy.

Despite the acceptance or rejection of any sponsored film, some company went to great expense in time and money to bring you that reel of celluloid — be it good or bad.

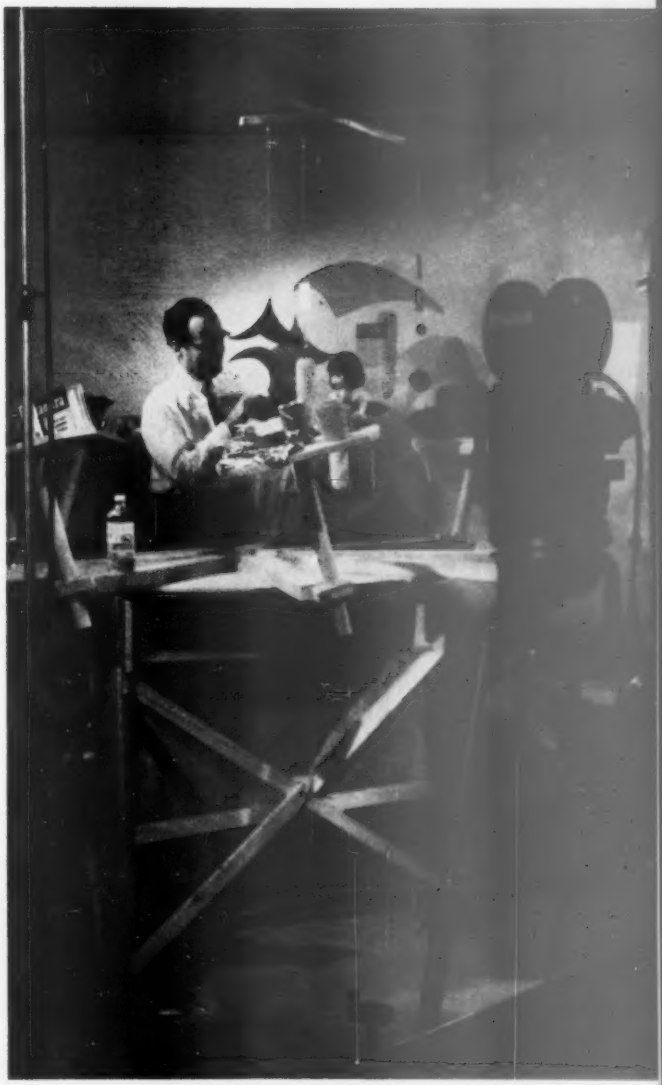
What goes into the making of a film? Books have been written on the subject and no one article can do justice to a business as complicated and artistic as film making. The actual detail involved in the "shooting" and the mechanical and artistic talents needed to produce a film is usually purchased through contract from some reputable film producer.

But, even though he supplies the "know-how" of production, the sponsor still has a vast area of responsibility and activity — not considering the dollars allotted to the actual film production.

First, an admission. Not all commercially sponsored films are good. Frankly, very few of them can be classed as excellent. Sponsors make mistakes.

One big failing, and an easy mistake to make is *to fail to define the objective of the film, and then tailor the message to the specific audience it is intended to reach.* Too many times sponsors look at a film budget, and after the intial shock, scurry around to try and make the film "cover the waterfront". The result is an inferior product, still costing the same amount of dollars, but resulting in less use of the film once it is put in circulation.

Four points of sponsor interest are put forth for dis-



Often, the development of intricate displays takes more time than the actual shooting of the movie.

cussion. The first is. . .

Script

Preparation of the finished script, heard by you as the voice describing the story flashed on the screen, *may take longer and require more hours of work* than the actual filming of the story.

A good script requires — no, demands — the ability of someone who has learned to think *pictorially*. The writer paints a mental picture with words, and concerns himself with the *eye*.

The speaker uses words and speech, with varied degrees of emphasis, to convey his meaning. He is concerned with the *ear*.

But the script writer must be able to visualize pictorially the image he wishes to create. He must combine word and picture. He is dealing with the *eye and ear*.

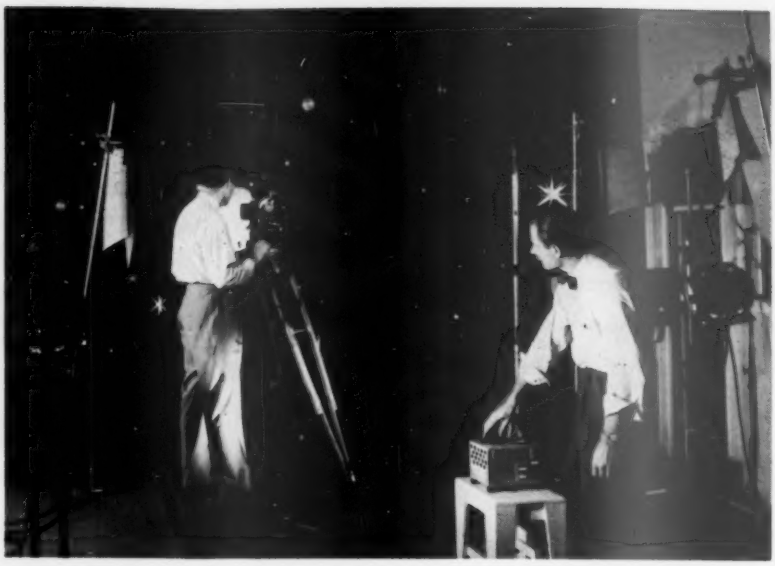
The world is his oyster, so to speak, for few limitations are placed on what he can say and what he can show to create a picture in the mind of his viewer. However, *the ultimate impact of the picture on the screen will have a direct bearing on the selection of the words to accompany it*.

As an example of script development, consider the film, "Dynamic Careers Through Agriculture". The idea for this film was suggested in late 1956. After considerable discussion of what the sponsor desired to show in the film, the first draft for a script was submitted to interested producers in June, 1957. From this "idea" script, producers submitted proposals for filming it, and in July, 1957, a producer was finally selected.

The nuts and bolts of assembling a script were left to the director and his selected script writer. But numerous conferences were held with representatives of the sponsor. Authorities in the field of agricultural education, extension, and other areas were consulted. Their "brains were picked" for ideas and suggestions.

The value of good counsel by persons who might be expected to use a given commercial film is sometimes overlooked. College educators, field workers, and others can make important contributions. In the case of the Careers film, intelligent counsel proved a need for such a film and gave it purpose, direction, and substance.

How many script revisions? Some scripts have gone through a score or more and taken over two years to finalize. In the case in point, eight major rewrites were all that it took to reach the final draft. In May, 1958, 18 months after the idea of the film was presented, the producer got the green light. Now he could start shooting.



The painstaking task of movie production requires coordination of many specialists.

Pictures

Many films require scenes from various parts of the country and in different seasons of the year. Up to the point of acceptance on a final draft version of a script, it is a gamble to "shoot" many scenes. Contrary to a caption which is written *from a picture*, a film is shot *after the script* is written. In many cases the final script bears little resemblance to the original ideas and format of the projected film.

The actual filming is the responsibility of the producer. But decisions must still be made by the sponsor. In "Dynamic Careers Through Agriculture" scenes were taken in 13 states — from the shores of Jersey to a falling redwood tree in sunny California. By the time the entire film had been completed, some 30,000 miles had been traveled by the cameraman alone!

The amount of film footage taken for a film is another consideration not generally known. Just the amount needed is not enough. There must be a reserve in case some mishap occurs before the finished version of the film is complete.

In the case of the Careers film, more than three times the footage viewers see in the final print was taken by the producer. A waste? To some it may seem so — to the sponsor it can be a life saver!

Footage for the film was completed by November, 1958. In terms of time, 24 months had now passed since beginning work on the film.

Sound and Voice

While the problem of selecting someone to narrate a film is not the primary responsibility of the sponsor, he still has a stake in it. *A voice can make or break a film*. There are many voice inflections, many types.

All other things being excellent, a film can fail to create excitement or interest through poor selection of a voice. The script may be perfect in its interpretation. The film may mold "pictorially" the image in the mind of the viewer. But if the voice does not harmonize with both script and picture, the film may "lay an egg".

Then there is background music. For agricultural films, the first choice for music seems to be western, folk music, or barn dance rhythms. Such a choice is, many times, a poor one.

This phase is again time consuming. Another two months elapsed to complete editing, recording, and the myriad of mechanical details neces-

You can spray most vegetables with malathion up to 72 hours from harvest without exceeding residue tolerances established by law.

VEGETABLE	tomatoes	broccoli	cabbage	melons	cauliflower & brussel sprouts	beans
INTERVAL days between last spray and harvest	1	3	3	1	7	1

CYANAMID
MALATHION
INSECTICIDES

Helps You Get TOP PRICES for MORE EGGS

PILOT BRAND Oyster Shell is the ideal eggshell material—almost pure calcium carbonate. It helps you get the most eggs with the strongest shells, the kind that consistently bring more money at the market. Keep low-cost PILOT BRAND in the hoppers at all times. It's a profitable practice.

In the bag with the big blue Pilot Wheel — at most good feed dealers.

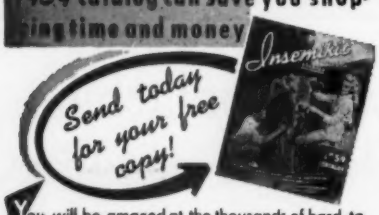
PILOT BRAND OYSTER SHELL
For Poultry

Oyster Shell Products Company
Mobile, Alabama

AMUSING INCIDENTS

Have you had an amusing or unusual experience as an ag leader? Better Farming Methods will pay $5 for each amusing incident accepted. Send to: Editor, Better Farming Methods, Mount Morris, Illinois.

INSEMIKIT'S GIANT 96 page 1959 catalog can save you shopping time and money



You will be amazed at the thousands of hard-to-find livestock supplies that are made available to you in this well-illustrated money-saving catalog. To mention a few – artificial breeding equipment . . show ring supplies . . livestock equipment of all types. Every item is of good quality, economically priced. Fast delivery on every order.

Write, dept. 3

INSEMIKIT COMPANY, INC.
The World's Largest Source of Artificial Breeding Equipment
BARABOO ... WISCONSIN

sary before a print is ready for showing. "Careers" was finished in January, 1959, 26 months from the time the first meeting was held to discuss such a film!

Cost

This, of course, is of primary concern to the sponsor. Making a picture is like anything else; it can be done at most any level, from the highest expenditure to a pitifully small outlay. However, the end result usually gives evidence of the amount of time and money budgeted for a film.

Today the average film may run from $500 to $1,500 a minute. This can go much higher, especially if "actors" carry the main character portrayals of the story and elaborate stage settings are needed. Probably more films are produced at the higher figure and above than at figures lower than this.

Surprisingly enough, the initial cost of the film is just the beginning. The cost of prints can be a sizable figure, sometimes running as high as 50 percent of the original cost of the film. In other words, if a film costs a sponsor $40,000, it is not unlikely that he may spend $15,000 to $20,000 for prints.

No allotment of dollars invested in the time of the sponsor is figured into the cost. This can be a sizable item. The more intricate and artistic the film, the more time spent by the sponsor.

When the film is complete and prints are ready for distribution, the sponsor hopes he can look back with satisfaction on a job well done. But costs are not complete!

Every time you order a film on a free loan basis, someone pays for this distribution. Who? You guessed it — the sponsor. A film can justify its expenditure only if it is used and accepted by a wide latitude of the audience for which it was developed.

Is the sponsor finished yet? Not quite. There is maintenance.

This can be a costly item. For instance, here is a new print, fresh from the laboratory, and sent into the field for its first showing. What happens? The film is damaged. Perhaps the projector was dirty; the sprockets worn; the film was not threaded properly; it was handled roughly; or in some other way it was damaged.

The user has no particular stake in the film — return postage is all. So into the can and case it goes, scratched for the next person, maybe a splicing job necessary, and the sponsor gets blamed for a poor film.

So back into the picture he comes — to replace the film entirely or remake whatever part of the film was damaged beyond repair. Scratches of course go right along with the film, to detract from subsequent showing.

"Honestly, Doc . . . . I didn't know the tranquilizer gun was loaded!"

What You Can Do To Help

What can you do to help promote better commercial films? Many things, but two points are worth mentioning.

First, *let companies know your viewpoints on how films can be improved.* What are some of the problems you face in your work? How can a film help you do a better job?

In almost every instance those who distribute films request return cards giving audience size, make-up, and comments. Take a minute of your time to fill out the card and return it. These become important matters to companies. They use such information to determine to a degree the success of any one film and the acceptance of commercial films in general.

Second, handle a film with care. For the benefit of the next user, and the company that produced it, treat a film with the same respect you would if the cost of the print had come from your pocket.

The showing of a commercially sponsored film may take but a few minutes time on a program. But every minute that the film is projected on the screen represents an outlay of some $1,500 and about one month's work in preparation!

Will companies continue to make films? Indeed they will — despite their mistakes, and yours, too. End.

Results you can believe

In agricultural research, uncontrolled variations in environment, breeding and other experimental conditions can be the thieves of useful information.

To guard against loss of useful information and acceptance of false information, Lilly researchers control manageable variables and statistically treat uncontrollable ones. An example of variable control is seen in the Lilly plant science laboratories. Here, light, temperature, and humidity can be controlled by the scientist, permitting him to measure with confidence the effect of certain treatments.

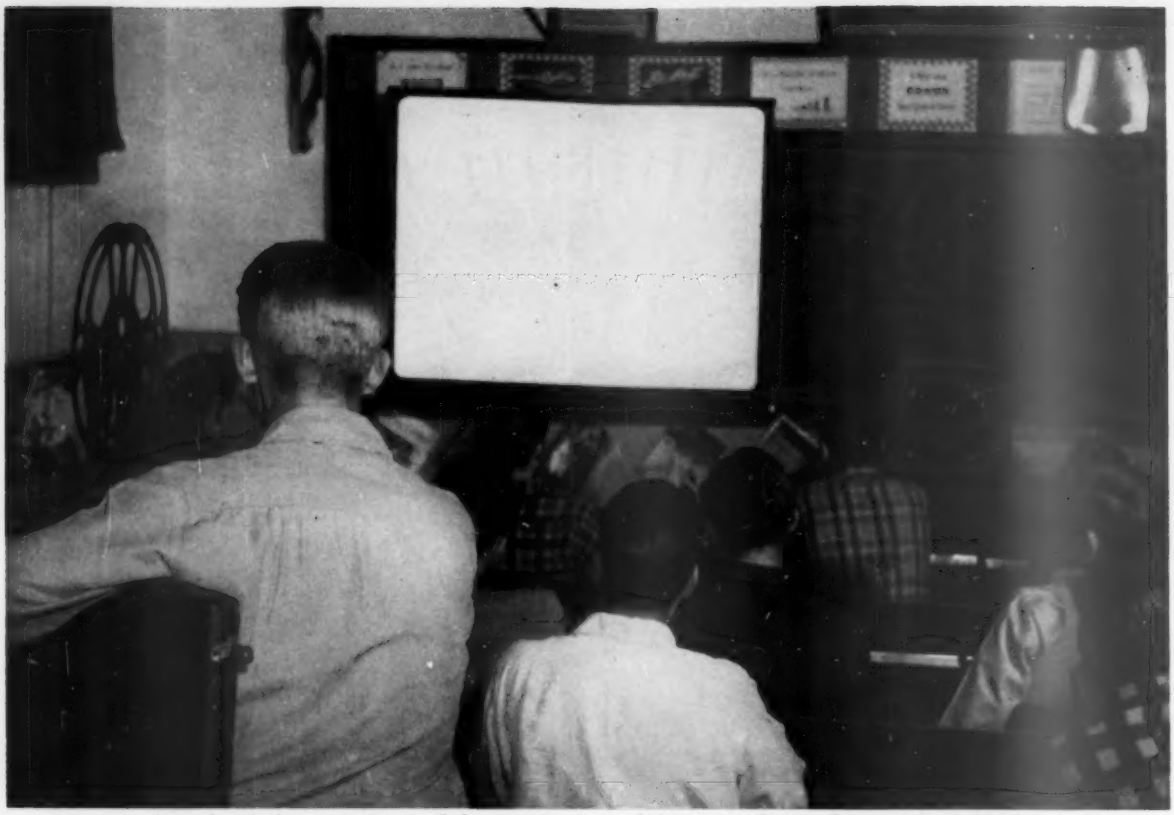
At Lilly, all experiments are carefully designed and conducted. Treatments are randomized to minimize bias due to position and replicated adequately to minimize variation due to grouping. A case in point: four replications of six cattle each per treatment in an animal nutrition experiment.

Even after considerable laboratory and field testing, Lilly research results are verified by co-operative scientific projects with other scientists. Only then is a new product of research released for on-farm use.

LOOK TO LILLY FOR
RESEARCH LEADERSHIP

Lilly
QUALITY/RESEARCH/INTEGRITY

ELI LILLY AND COMPANY · INDIANAPOLIS 6, INDIANA



A good projection screen is one of the cornerstones on which a top quality visual presentation is based.

Don't spoil your program with a BAD SCREEN

Take a good look at your projection screen the next time you unroll it. Does it need replacing?

● YES, an otherwise highly successful meeting can fall flat because of a screen that's in bad shape or not suited for your particular use.

No doubt you've been faced with problems such as soiled surfaces, broken rollers, damaged tripod, or incorrect screen size, shape, or material. Some of these problems may have been purchased with the screen; others could have been avoided by proper care. They result in a blurred, smudged, or off-color picture and maybe one that's too dim or too small to see.

A good screen size for farm meetings is 60 by 60 inches. This is large enough to accommodate an audience of 100 people and yet will fit in most automobiles. Square is the best shape because it is suitable for both horizontal and vertical slides and works all right for movies.

Either a matte white or lenticular screen surface (a type of surface which has optically controlled lens patterns embossed into the projection areas) is generally a wise choice for ag leaders since these surfaces are effective in wide rooms. A glass beaded surface is best in a long narrow room where it does reflect a little more light in a narrow area. The first two types make it possible for more people to see well even though seated in a wide room. An ag leader who can afford two screens might have one of each.

If you're wondering why one screen costs 20 dollars more than another one the same size, here's what you get for the difference: A surface that's washable, fireproof, and mildewproof; and a sturdy tripod and dependable elevating mechanism.

Torn screens can often be patched with ordinary white medical adhesive tape. Put the tape on both sides of the surface — across the tear on the back and in the same direction on the front.

You can prevent damage to the roller by careful handling in raising and lowering the screen. And always set the screen up where people will not trip over the legs as they walk past in the dark.

A projection screen that adequately meets your needs and is given reasonable care will give you good service for many years. End.

EVERY COUNTY AGENT and VO-AG TEACHER

has an important responsibility: to present to his dairymen the most up-to-date and accurate information available in the clearest, easiest-to-understand form.

As you can see, the new Gargon advertisement reproduced at the right is designed with the same idea in mind. The six diagrams explain, step by step, exactly why Gargon, made with exclusive Plastibase, does a superior job of cleaning up mastitis. Plastibase is the result of many years of research. We sincerely believe it is the finest ointment base ever developed for anti-mastitis therapy.

The advertisement also explains why Gargon is able to penetrate the mastitis "resistance barrier." As you know, many types of bacteria — including those which cause mastitis—are able to build up an immunity or resistance to a particular drug or combination of drugs as time goes by.

As the advertisement points out, Gargon contains a NEW antibiotic, THIOSTREPTON, plus neomycin. Gargon attacks all 9 types of mastitis-causing bacteria, even those types which have become resistant to older antibiotics.

FREE BARN POSTERS — "12-Point Program for Mastitis Prevention." This useful, informative poster explains, step by step, the 12 most important mastitis prevention procedures. May we send you a free supply for your dairymen? Just drop us a line and tell us how many you need.

Here's what you don't get

when you get Gargon

(Squibb Thiostrepton-Neomycin in Plastibase®)

to clean up MASTITIS Fast!

PLASTIBASE® and GARGON are Squibb trademarks.

YOU DON'T GET

hazardous penicillin residues in milk.

The Food and Drug Administration has warned that penicillin residues in milk consumed by the public are a definite health hazard. Gargon cleans up mastitis quickly and economically *without the use of penicillin, more thoroughly than penicillin.*

Squibb research scientists worked for many years to discover a new, safe antibiotic for use in a fast-acting, penicillin-free anti-mastitis formula. This antibiotic was named thiostrepton. *Rigid testing has proved that, after 72 hours, no traces of thiostrepton can be found in the milk.*

YOU DON'T GET

a formula which is losing its germ-killing ability.

Many antibiotics which once could control mastitis-causing bacteria are losing this ability because the bacteria are developing a resistance or immunity to them. Gargon, made with thiostrepton plus neomycin, penetrates this mastitis "resistance barrier." Gargon gives you aggressive germ-killing activity against bacteria which are daily becoming more and more resistant to older antibiotics.

YOU DON'T GET

premature milk-out.

The antibiotics in Gargon are blended in free-flowing Plastibase, an exclusive Squibb emollient which *clings* to infected udder tissues. Gargon does not milk out prematurely. You don't waste good money pouring antibiotics down the drain along with the unsaleable milk from the infected quarter.

YOU DON'T GET

"almost complete" mastitis control.

Gargon, made with thiostrepton plus neomycin, attacks *all nine* types of mastitis-causing bacteria (penicillin attacks only four). Gargon attacks resistant strains of staphylococci which most antibiotics leave free to multiply. Gargon controls both chronic and acute mastitis with a broader range of antibacterial activity than either of the 3 broad spectrum antibiotics, the triple sulfas, or neomycin when used alone.

WHAT YOU DO GET

FAST, SAFE, ECONOMICAL MASTITIS CONTROL... AN EXCLUSIVE SQUIBB ANTIBIOTIC...A MORE EFFECTIVE FORMULA...AN EASY-USE DISPOSABLE PLASTIC SYRINGE...A PRODUCT YOU CAN TRUST.

SAVE MONEY! SAVE TIME!
Get Gargon in handy, 12-syringe BARN-BOX!

SQUIBB, *Veterinary Department*
745 Fifth Avenue, New York 22, N. Y.

For accurate diagnosis of mastitis, see your veterinarian.

SQUIBB

© OLIN MATHIESON CHEMICAL CORPORATION, 1959

SQUIBB — A NAME YOU CAN TRUST

HOW TO PLEASE AN EDITOR? FORGET HIM!

This radical bit of advice is not as crazy as it sounds. The author suggests that you should aim to please the reader, not the editor.

by Burton Seeker

● TO PLEASE AN EDITOR . . . forget him!

That's right! To do the best sort of job of pleasing your local newspaper editor just forget him. Walk right on past and focus your attention on the fellow that really counts: The reader.

This reader is the grower with the weed problem or the questions about fertilizer recommendations. He's the poultryman whose production percentage just doesn't stay up where it should or the boy whose club activities need public support. It's the reader — and not the editor — that you want to satisfy.

So think beyond just getting your stories into print. When you write, make sure that the time you spend on it will really help those people who look to you for help. Make sure that time spent on writing contributes something to the job you were hired to do — rather than taking time away from it. "Getting something in the paper" is okay for the publicity chairwoman of the local bridge club, but you are a professional with a job to do.

Don't worry that the editor might feel slighted when you shift your affections. He'll like it because his aim is to please these same readers. A newspaper is successful only when it gives its readers the type of stories that interest them. Keeping your focus on the reader will deliver the best results both for you and for the editor.

What do you have to offer the local readers?

For one thing, you represent the pipeline to state and national agricultural authorities. Readers look to you for recommendations as new farm-use products are introduced every season. New crop varieties and new cultural practices are constantly being developed. These need to be explained to local readers if they have a local application.

New agricultural programs are announced and need to be explained to local readers. Doubtless you get a lot of good news materials from your state headquarters. Use them, but remember, your objective is to tell the local readers what they want to know. Don't just pass things along.

Never overlook local happenings as a source of news.

This is your best source of items that interest local readers. Your coming field day, open house, or crop show is news. Report it. Announcing a coming meeting in your local paper means increased attendance at the event plus a good story for local readers.

And don't forget to report on the meeting after it has been held. This is another good story to please the editor as well as covering the interested readers who couldn't attend.

Your job gives you the opportunity to keep posted on local agricultural developments as few people can. When you see something of interest a news story may be the best means of passing it along.

A dry season may give you the opportunity to report that properly fertilized fields withstood the drought best. Farmers would like to read about what to do with soft corn if the crop doesn't mature by harvest time.

A feature story on a grower who has successfully used a new agricultural practice is good agricultural education as well as a good story. To make your news program work hard for you and to do the best job of pleasing the editor's readers, keep your eye on local events and report them.

Keep At the Job

Continuity — continued reporting — is valuable in using news in your job; but don't become too obligated. If you have nothing to say, forget about writing news stories.

Don't worry too much about your literary prowess. Far more people err in overwriting — using ponderous language — than do in writing too simply. Just keep thinking about the reader and what it is you have to tell him. If your writing lacks polish, the editor can fuse the split infinitives and shore up dangling participles.

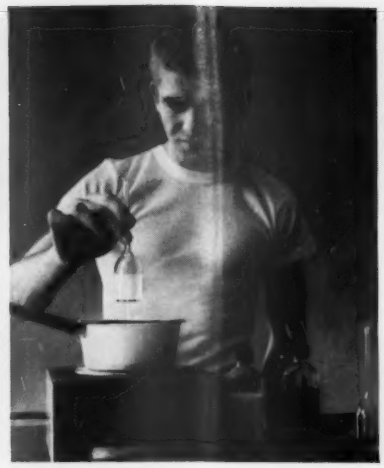
How to Please the Editor

There are some points on which you should be careful to please your editor. Learn his copy deadlines and get your stories in in advance of those times. Generally speaking, the farther in advance of deadline you submit the story, the better its chance of being printed.

Stories should be typewritten to be legible and easy to handle in the print shop. Leave good margins — an inch-and-a-half on three sides and several inches at the top — for editor's marks. Don't use onionskin or other flimsy papers. Stories pass through a number of operations in the course of being printed. But all these points are mechanical considerations. Don't confuse them with the objective you have in mind in writing for the reader.

Finally, be sure to sit down and talk things over with your editor now and then. Talk about his readers. Are you satisfying them? End.

STEP 1.
Pipette milk into Kimble milk test bottle.

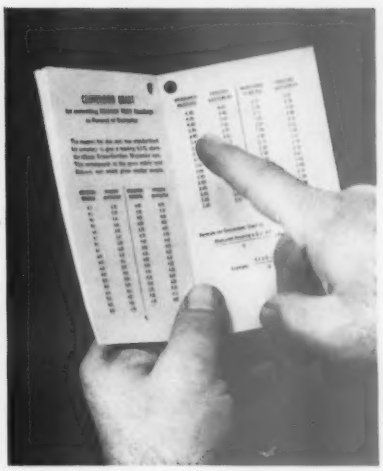


STEP 2.
Shake, boil for 1 minute, shake again.

STEP 3.
Add Schain Test Reagent. Cool 3-5 minutes.

STEP 4.
Boil 5 minutes. Float fat with distilled water.

STEP 5.
Measure red column of fat in neck of bottle.



STEP 6.
Convert to percent butterfat with chart.

Do-it-yourself Butterfat Test in 6 Simple Steps

Schain Test is the one butterfat test which can be taught in vo-ag classes for practical use on the farm. It eliminates the hazard of working with acid and the need for a centrifuge, water bath and other expensive equipment. Schain Test is safe, simple and fast to perform—gives results fully as accurate as those obtained with the Babcock test. Call your local Merck Laboratory Supply House or National Agricultural Supply Company for Merck Schain Test Reagent and complete information for classroom use.

Schain Test® Reagent

a product of **MERCK**

MERCK & CO., INC., *Chemical Division,* **Rahway, New Jersey**

C ★★★

SPOTLIGHTING COMMUNICATION METHODS

by Gerald McKay

Evaluation of Exhibits

How long do people stop to look at exhibits? United States Department of Agriculture officials studied the audience which passed USDA exhibits at the last International Livestock Show in Chicago and found answers to this and some other questions.

Nearly 800 persons an hour passed the exhibit, a total of about 75,000 for the show.

One in ten stopped to look at some part of the exhibit and one in nine asked for one or more of the publications shown.

Those who stopped to look at a market news teletype watched for an average of 24 seconds. Average time spent at the Brucellosis section was 35 seconds.

A three-panel sheep unit held viewers for about 36 seconds.

People tried to locate their own counties on a map used in the Brucellosis exhibit.

Most folks who looked at the animal breeding exhibits found the tables difficult to figure out. County agents, teachers, and other professional workers did understand them, however, and some asked for copies of the tables.

Some viewers asked about the photographs used and wondered where they were made.

A key which was associated with a bar graph on the sheep exhibit went almost completely unnoticed. Viewers apparently didn't realize that the key had anything to do with bars on the graph.

New High Speed Color Film

A new high speed reversal 35 millimeter film is on the market. It is Kodak's High Speed Ektachrome and is available currently only in 20 exposure rolls. It comes in either daylight type with an exposure index of 160, or Type B with an index of 125.

The Type B version of High Speed Ektachrome is balanced for use with the ordinary kind of tungsten illumination found in most homes, stores, and theaters. This is slightly different from the more familiar Types A and F which have been on the market for several years.

The wide variety of color film now on the market makes it possible for ag leaders to produce color slides on almost any subject indoors or out.

Where Radios Are Located

Radio specialists meeting in Chicago recently pointed out some interesting facts about the location of radios in homes. Of home radio sets in use today, about 38 percent are in the bedroom, 21 percent in the kitchen, 12 percent in the living room, 13 percent in the barn, garage, or porch, and 16 percent in miscellaneous places.

When you plan to communicate by radio, your message will be more likely to reach the target if you keep in mind where people will listen to the broadcast.

Label Your Bar Graphs

According to research at the University of Wisconsin, your bar graphs will be understood more quickly if you label the segments instead of using a key. Labelling the bars for identification, and also placing figures on them to show size, were found to be very effective techniques in the Wisconsin study.

Both horizontal and vertical bar graphs were more effective than line graphs for evaluating and comparing specific quantities.

This Law Will Help You

It is the law of lenses and will help you decide which lens is best for a particular shot.

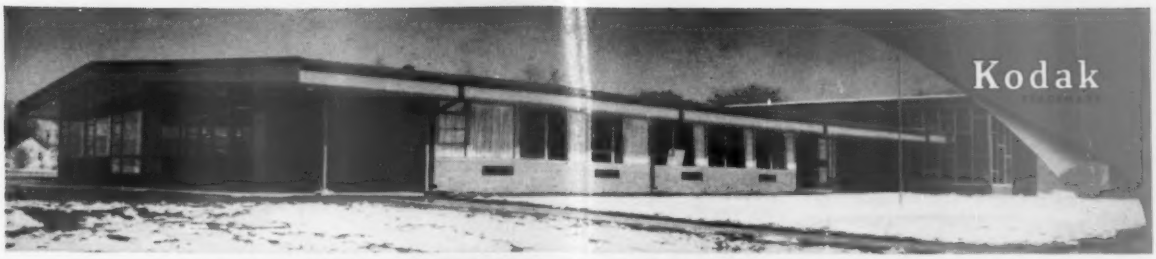
The longer the camera lens, the narrower the angle of view, the larger the image size, the shallower the depth of field, and the more difficult it is to hold the camera steady while shooting.

Duane Sorensen, assistant marketing specialist at Iowa State College, uses Celotex on a flannelgraph to show how the consumer's beef dollar is spent. Each piece of the cut-out on the right represents that part of a dollar which goes to each producing or processing group.

A few bits of useful information you can derive from it are:

1. If you want a close shot of a distant scene, use a telephoto lens. (long)
2. If you are in cramped quarters and want as wide a view as possible, use a wide angle lens. (short)
3. If you are using a telephoto lens, your focusing must be more accurate than with a wide angle lens.
4. The easiest lens to hand hold and get a steady picture is a wide angle lens, and the most difficult one is a telephoto. (Use a tripod with your telephoto).
5. If you want to take a close-up with the background out of focus, a telephoto is better.
6. A different view finder is required when you change lenses. (Not with reflex cameras).

These facts and many others will be at your fingertips if you remember the laws of lenses. End.



At the Sunset Heights Elementary School, selected by the A.A.S.A. for its exhibit of outstanding school designs, Mr. J. H. McBurney, Superintendent of the Webster City, Iowa, Community School District, says:

"...trouble-free performance, yet our film schedules really punish these Kodak Pageant Projectors."

"Our projectors must run constantly against a tight schedule, because we have only one week to show rented films throughout our entire district.

"Our ten Pageants stand up well against this grueling schedule, seldom needing service. Yet, when service is required, our Kodak Audio-Visual Dealer is quick to respond.

"We use Pageants exclusively."

One reason why Kodak Pageant Projectors stay trouble-free—they're built to keep an operator out of trouble.

No confusion: No parts for an operator to attach incorrectly. Reel arms and drive belts, for example, are permanently attached.

Easy operation: No trouble-making threading problems. The film path is printed in red right on the machine. One try is all anyone needs to thread it properly without getting into trouble.

Permanent lubrication: No under-oiling or over-oiling problems. No need to keep lubrication records. Pageant Projectors are oiled for life at the factory.

Ask your Kodak Audio-Visual Dealer to demonstrate. Or, for literature, write for Bulletin V3-22.

Kodak Pageant Projector 〉 **EASTMAN KODAK COMPANY, Dept. 8-V, Rochester 4, N. Y.**

Would you second-guess your Doctor?

Of course not! If an examination by your physician revealed that you were "run-down... needed building up", you'd unhesitatingly follow the Doctor's advice in order to build your body back to peak condition, performance.

What about Veterinarians?

Farmers, too, listen to their physicians. Yet 1 out of 2 farmers jeopardize their farm program by *diagnosing* and *treating* (often wrongly) nutritional disorders in livestock. They ignore their veterinarian – the very man who should be responsible for the condition of every flock and herd!

Often the nutritional problem is a complicated multiple deficiency, detectable only by the most practiced eye. Your veterinarian's familiarity with the nutritional limitations of home-grown grains, plus his special diagnostic ability, enable him to recommend successful corrective feeding programs... utilizing feeds with only the highest quality vitamin and mineral supplements. Recommend his skilled advice in feeding matters.

For over 40 years, highest-quality Vitamineral supplements have been available only through veterinarians.

VETERINARIAN'S FORMULA FEED MANUAL
56 pages, fully illustrated – contains proved formulas for low-cost feeds, utilizing home grown grains; information on management, sanitation, deficiencies, etc. Ask your veterinarian for a copy now!

VITAMINERAL PRODUCTS CO.
PEORIA, ILLINOIS

Vio-D-Mineral Con-o-mineral Vitamineral Ribad Vio-Z-Mineral VpC Dog Food Supplement

NEW EXTENSION PROGRAM

A pilot Extension Service program to serve the feed manufacturing industry will soon be launched by Kan-State University.

Announcement of the program was made by Dr. A. D. Weber, Dean of the KSU College of Agriculture at Manhattan.

The program is divided into three phases and is being financed under contractual agreement with the U. S. Department of Agriculture. It is the first nation-wide formal program launched by the Extension Service to assist agricultural industry.

The three-phase program will include:

- Inventory of research or educational methods, materials, and techniques now being used by the feed industry.
- Development of a pilot Extension program to test new teaching methods and procedures.
- Conducting training programs and workshops to instruct Extension personnel from other states in new methods and procedures developed at Kansas State University.

Plans call for cooperation of the feed industry in all three phases of the program. I. S. Riggs, Chairman of the American Feed Manufacturers Association Board of Directors promised full cooperation and support of the program. Riggs stated there was a great deal of interest among AFMA members in this new venture, and hailed it as "a great step forward in the combination of two great forces to promote the welfare of livestock and poultry production and marketing." Riggs said, "The Extension Service and the feed manufacturing industry have been working on the common goal for many years. The new program at Kansas State University should do much to accelerate the efforts of all concerned."

Dr. Weber noted that Kansas State University was selected due to its "outstanding feed milling department, its Feed Technology Program, and the facilities developed in cooperation with industry during recent years."

C ★★★

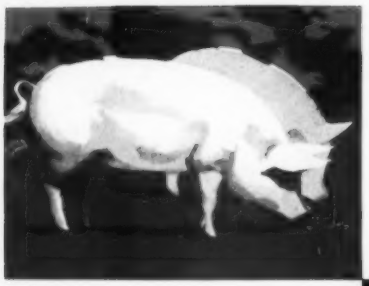
The TAKAMINE* review of feed enzyme evaluation

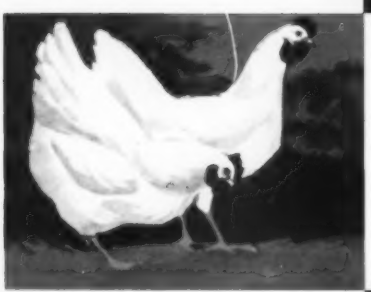
Enzymes show promise of becoming one of the most dramatic developments in the feed industry. They are creating widespread interest among nutritionists, feed manufacturers and feeders alike.

Because of the specialized nature of these catalytic ingredients, TAKAMINE — the nation's oldest producer of microbiological enzymes — makes this review of enzymes in feeds.

(*pronounce it Tack-a-ME-nee)

the future of





The continuing search for more efficient, more profitable feeds focuses attention on enzymes . . . the most important tool of living cells.

As such, enzymes open the way to improved utilization of feed nutrients . . . both in common livestock and poultry rations, and in those making maximum use of lower-cost grains such as barley and milo. Enzyme formulated feeds help farm animals make more efficient use of rations for faster, more economical gains and increased production . . . additional profits over feed cost.

Although feed industry research has barely scratched the surface of potential use, feed enzyme materials are not new.

For example, Takamine enzymes have been used experimentally in animal and poultry feeds since 1924. Much has been learned about the specific benefits of these organic catalysts, and much of the preliminary work completed.

Colleges and experiment stations currently are testing the action of certain enzyme materials on barley, corn and other farm grains . . . the benefits of feeding enzymes to broilers, turkeys, pigs and beef cattle. Many feed companies are now testing the performance of Takamine feed enzyme materials in their own feed formulas.

The results of this research promises even more dramatic benefits from enzyme-fortified feeds in the future.

Dr. Takamine . . . history's "Mr. Enzyme"

this famed scientist also discovered adrenalin, brought the cherry trees to Washington, D.C.

The story of Jokichi Takamine, founder of Takamine Laboratory, Inc., reads like a legend. Born in Japan in 1854, he entered medical school, transferred to chemistry, visited the United States in 1884 as a "good will" ambassador of the Japanese government, organized his country's first superphosphate plant at Tokyo.

In 1890 he made the United States his permanent home . . . developed the process for manufacturing fungal diastase using pure cultures and applied this enzyme commercially in the production of alcohol from corn and other grains. Later, his isolation of adrenalin, a well-known heart stimulant and aid in stopping bleeding, brought the Japanese scientist world recognition.

Also as an unofficial ambassador of the Japanese people, Dr. Takamine gave the famous cherry trees to Washington, D.C. Dr. Takamine died in 1922, but the cherry blossoms remain a living tribute to his accomplishments as an outstanding scientist and humanitarian.

ENZYMES in feed

What enzymes are

Enzymes are proteinaceous substances that occur in every living cell. The action of these substances accelerates specific chemical changes or reactions that are essential to all life.

Takamine feed enzymes are natural catalysts. They are derived from microbial, plant and animal sources . . . mainly produced from strains of molds and bacteria.

Why enzymes are important

Enzymes are essential to the chemical changes (metabolic processes) that occur in all living cells. The digestion and absorption of nutrients, as well as respiration, circulation and all muscular activity, are dependent upon specific enzymes.

How feed enzymes work

Feed nutrients such as proteins, fats and carbohydrates require special treatment in the digestion process. They must be split into simple parts before they can be absorbed and used by the animal.

For example, proteins must be broken down into amino acids; fats into glycerol and fatty acids; carbohydrates into simple sugars such as glucose.

This breaking down of feed materials depends largely upon the action of the enzymes found in the different parts of the digestive tract. However, by including the right feed enzymes in the animal's ration, it is possible to speed up the breakdown of specific nutrients and make that breakdown more complete. This in turn promotes more efficient utilization of the diet, which may result in faster, more economical gains, better health, and many other still unknown nutritional advantages.

Where enzymes are used

Feed enzyme preparations are *high-potency* products which favor acceptable cost per ton of finished feed. The action of enzymes in the rations of broilers, turkeys, pigs and beef cattle, and the enzymatic effects on farm grains such as barley, milo and corn point up the vast potential for enzyme-fortified feeds.

Enzyme-fortified feeds can be pelleted

Takamine enzymes can be used in formula feeds without changing present manufacturing processes. Takamine enzymes are free-flowing . . . heat-stable to withstand pelleting of any finished feed without loss of enzymatic activity. These enzymes are stable in storage, compatible with normal feed ingredients — both the enzyme product and finished feed can be handled in the regular manner. Takamine enzymes are nontoxic, natural feed ingredients which are palatable to all livestock and poultry.

Results to date point to a new measure of feed performance

College and experiment station research shows that enzymes can improve the utilization of farm grains and mixed rations. The pay-off result is faster growth, more efficient gains . . . increased profit over feed cost. A few examples of this work are listed below:

BEEF CATTLE . . . Most recent college tests show that 14% or less moisture corn supplemented with enzymes brings a 12% increase in beef cattle gains . . . with 7% less feed required for each pound of gain. The additional profit over feed cost represents a return of $4.28 for each dollar spent for the enzyme mixture.

POULTRY . . . Use of enzyme products in poultry feeds is widespread in the West . . . enough Takamine enzymes have been used with western barley grain to feed 10,000,000 broilers or 1,000,000 turkeys. This work reveals that with enzymes, barley replaces corn, almost pound for pound, in poultry rations. Important savings result.

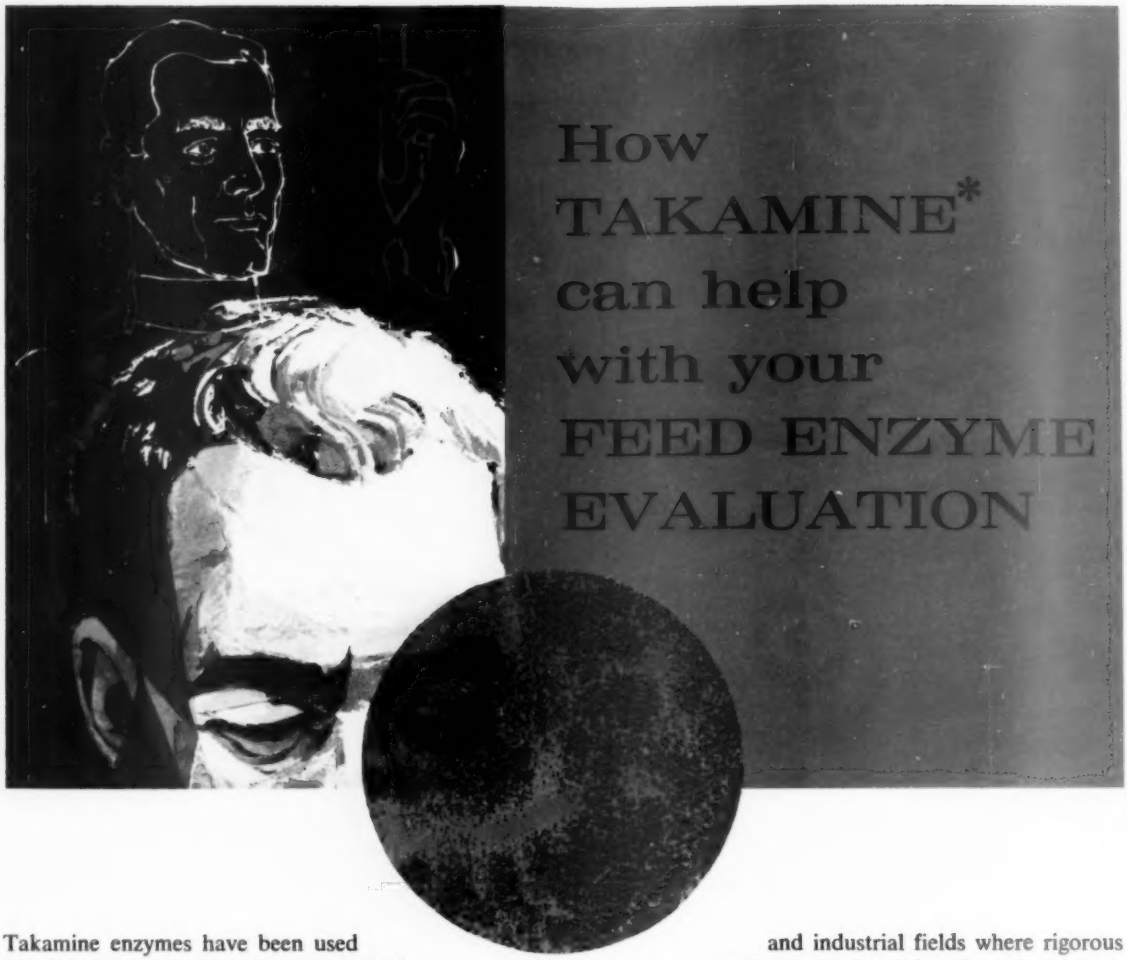
Work at the State College of Washington also shows that the feeding value of oats, wheat, mixed feed and rye is improved by enzyme supplementation.

Wyoming results indicate egg production, feed conversion and hatchability are improved when laying flocks are fed a barley diet supplemented with enzymes.

SWINE . . . Iowa State College work indicates enzyme supplementation of baby pig rations increases gains nearly 6% with 3% greater improvement in feed efficiency.

When Illinois scientists added enzymes to swine diets containing milo, average daily gains were increased from 1.17 lbs. to as much as 1.41 lbs. Feed efficiency showed a corresponding increase.

TAKAMINE®



How TAKAMINE* can help with your FEED ENZYME EVALUATION

Takamine enzymes have been used experimentally in animal and poultry feeds since 1924. The knowledge and experience gained during these years enable Takamine to develop enzyme products specially suited to the needs of feed manufacturers.

Takamine enzymes are natural products . . . free-flowing . . . heat and storage stable . . . nontoxic . . . and palatable to livestock and poultry. These high-potency products are specific in performance . . . at favorable cost per ton of finished feed.

Leading supplier of enzyme materials

A pioneer in the development of commercial enzymes, Takamine has more than 60 years of enzyme experience. Today Takamine rates as a leading supplier of these *natural* catalysts to the feed, food, pharmaceutical and industrial fields where rigorous quality control, uniformity of product, stability and reproducibility of results are prime requirements.

You'll also benefit from the continuous intensive and extensive Takamine research program by authoritative and experienced specialists in this complex industry.

These are some of the reasons why Takamine feed enzyme materials, research facilities and technical "know-how" can be helpful in enzyme evaluation.

This brochure reviewing the use of enzymes in feed is available for instructional use. For a supply, write to the Technical Service Department, MILES CHEMICAL COMPANY, c/o the address below. Write also for additional information if you have specific areas of interest, or specific questions, concerning feed enzymes.

TAKAMINE®

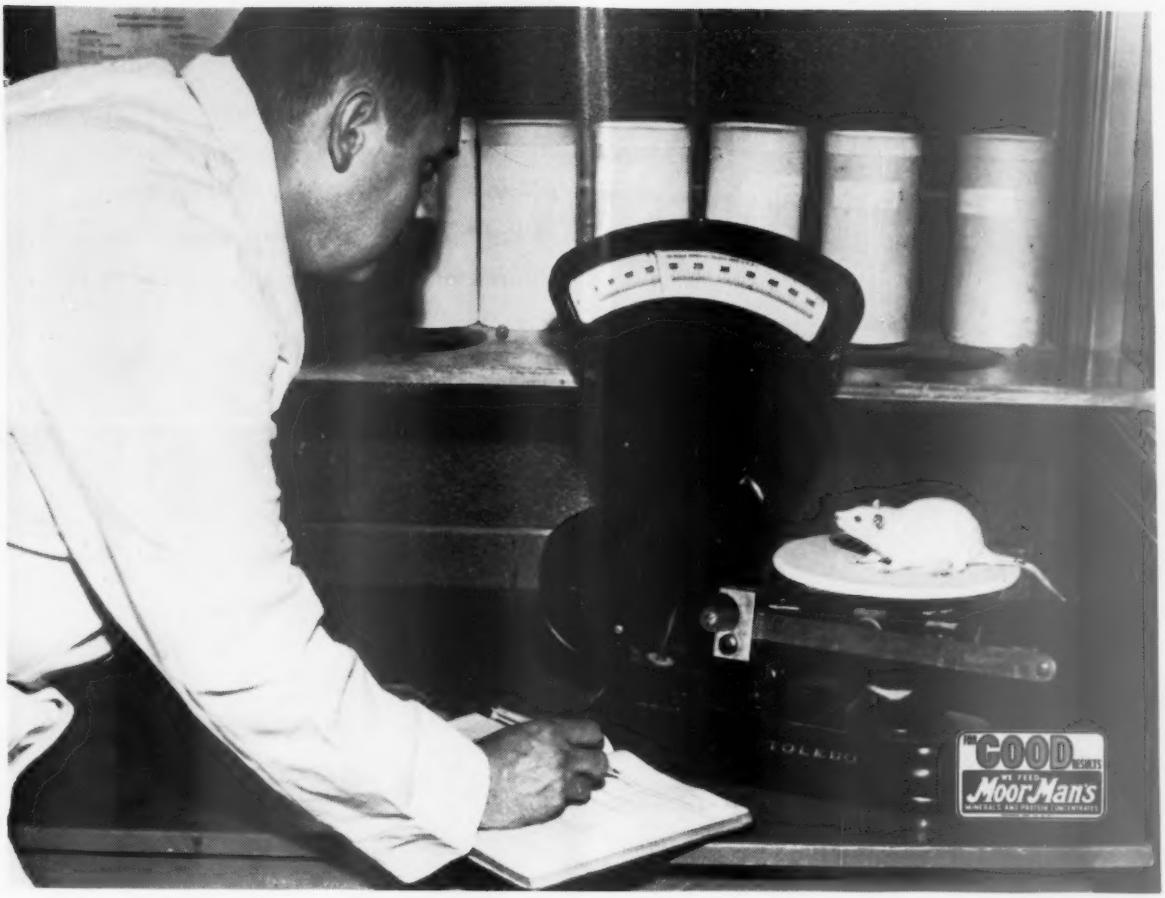
(*pronounce it Tack-a-ME-nee)

Miles Chemical Company

division of Miles Laboratories, Inc.
Clifton, New Jersey
phone PRescott 9-4776 or TWX PAS-78

the nation's oldest basic producer of microbiological enzymes

Litho in U.S.A.



White rats tell us about proteins

White rats in MoorMan Research Laboratories help tell which proteins are best for fast, low-cost gains in livestock. They also tell us which suppliers furnish the highest quality proteins. Since rats go from birth to adulthood in six weeks, they furnish a fast method of measuring growth and weight gains due to different feed preparations.

MoorMan researchers constantly test ingredients and work on new feeds to supply the proteins, vitamins, minerals and antibiotics which give best growth or production at lowest cost. Products which look favorable in the laboratory are sent to one of MoorMan's three Research Farms to determine actual results with livestock or poultry. If this is satisfactory, the Field Research team takes over and checks the adaptability and performance under ordinary conditions on the farms and ranches of MoorMan customers.

When a Mintrate has passed all the laboratory, farm and field tests, and only then, is it worthy of the MoorMan name and offered for sale.

So, *research* is one of the *reasons* behind the high quality and dependability of MoorMan's Mintrates*. These fully tested and proven mineralized, vitaminized protein concentrates are your assurance of fast, low-cost gains.

A sharp pencil and accurate records are important tools of the researcher. They help to tell him the results. They help show him the way to improvement. These same tools are important on the farm or ranch. They help you plan your future programs and figure your profits.

MoorMan's*

Since 1885—74 Years of Friendly Service

QUINCY, ILLINOIS

—a business dedicated to helping farmers make better and more profitable use of the feeds they raise themselves.

*Trademark Reg. U.S. Pat. Off.

You can make GROUP PICTURES

The photographer with an assignment of group photography must solve several problems. The big problem is how to make the picture interesting and at the same time make the faces prominent. Here are some helpful tips.

Ordinarily the photographer might have lined these men up in the conventional manner. He did some quick thinking and posed them in front of the map pointing to the county from which they came.

This picture could have been improved by pulling the heads closer to the tape recorder. There's too much wasted space, and yet no room to crop on any side, top, or bottom.

by A. B. Kennerly

● THE BIG PROBLEM in taking group pictures is to make them new and interesting. The conventional row of four or five persons does little to attract attention. The handshake and plaque picture has been done to death.

There's no substitute for imagination when it comes to ways to improve group pictures. You can do some advance planning and thinking, but when the time comes to arrange the picture you have little time or facilities at hand to make the picture more interesting.

"I make the best use of what I have at hand," says Chester O'Donnell, photographer for the Texas Agricultural Extension Service. "Usually it's nothing more than a table, chairs, couch, a window or doorway. But these can be used to advantage in many different ways."

Group pictures are taken for one purpose: To show the faces of the persons in the group. Most newspapers prefer that their pictures show the faces of people. They want them grouped in a tight space, to fit a two-column space, rather than a three or four-column, without hurting the picture.

The first rule to follow is to get the faces close together.

Often, the group bending over will give this desired effect. Perhaps the two main persons may be seated, with others standing and bending over around them. An overhead shot is nearly always better. The faces show up larger and without obstruction. I carry a four-foot aluminum ladder in the back of my car for ready use when I need elevation.

People can become impatient, and that's a real problem for the photographer taking group pictures. "I never take a picture of a group until I'm ready," says Chester O'Donnell. "I've found that there will be some, especially among large groups, that want the picture rushed. But these same persons are the first to complain if the picture is not good, or if they do not show in the picture."

Mood is important in a group picture.

Dorothy Holland, publications editor in Texas A & M's agricultural in-

Experience proves the benefits of TRILAFON, says Arlin Sheldahl of Huxley, Iowa, who has used TRILAFON for two years. "Show calves are easier to show. TRILAFON calmed them down, they were easier to handle and they stayed on their feed. Shrink was less than before."

Do tranquilizers have you guessing?

Here are 9 good reasons why TRILAFON ranks first in shipping and feedlot operations

1. Are all tranquilizers alike?

No. TRILAFON has at least five times greater effect on animal behavior than other true veterinary tranquilizers. (These are drugs of a chemical family known as the phenothiazines.) Smaller doses are needed and, because the required doses are low, TRILAFON is safe and rarely produces undesirable side effects.

2. When is TRILAFON used?

TRILAFON is used primarily to calm frightened, excited animals. By removing or minimizing the stress of threatening situations, TRILAFON thus reduces shrink-losses due to shipping and adaptation to feedlot procedures. TRILAFON also is valuable to calm weaner calves and quiet nervous animals for showing at fairs and stock shows.

3. Will TRILAFON reduce shrinkage enough to justify the cost of treatment?

Yes. Shrink in treated animals generally is reduced up to 4% (up to 50% of what is considered normal shrink). In one trial two groups of 750-pound cattle were trucked for 40 hours. Untreated cattle lost 93.5 pounds per animal; treated animals lost only 52.6 pounds—an average savings of 40.9 pounds.

4. How much does it cost?

Costs vary depending on the weight of the animal and the number of animals treated. Since only one TRILAFON injection is required the cost will range approximately from $.50 to $1 per animal; savings up to ten times the cost of the injection can be realized. Livestock producers and feedlot operators also may benefit from the greatly reduced incidence and severity of shipping fever that puts animals off feed, often for two to three weeks.

5. What are the benefits of using TRILAFON?

TRILAFON cuts the amount of actual tissue shrink. It reduces the incidence and severity of shipping fever and helps cattle resist infection. Treatment costs are less; death rates are cut to a minimum.

With TRILAFON, animals are easier to handle; they adjust more quickly and go on full feed faster; gain weight more rapidly and go on to finish sooner.

6. What about short hauls?

TRILAFON is equally beneficial on short hauls. Approximately 75% of weight loss occurs during the first two hours of shipment. Cattle can shrink about 4% in short trips of 25 to 50 miles.

7. How is TRILAFON administered?

TRILAFON is given only by deep intramuscular injection in the neck or other heavily muscled area. Use a 14-gauge needle, 1½ to 2 inches long. TRILAFON takes effect in approximately 30 to 45 minutes. For best results injections should be made at least one hour ahead of time when individual handling is required.

8. What are the recommended doses?

Only one shot will produce the "light" degree of tranquilization needed to protect an animal prior to shipment or on arrival at the feedlot.

Doses vary according to the condition of the animal and the level of activity desired. For light tranquilization .05 mg./lb. is sufficient: for example, 15 mg. for a 300-pound calf; 30 mg. for a 600-pounder. Larger doses do *not* speed action.

9. Where is TRILAFON sold?

TRILAFON® (perphenazine, Schering) is available only through your veterinarian. Because it is a highly potent drug, the Food and Drug Administration prohibits its sale through commercial channels.

Learn when and how TRILAFON can help you make more money on your livestock

Write to: Veterinary Department, Schering Corporation, 60 Orange Street, Bloomfield, N. J.
Please send me the free booklet: "Questions and Answers on Commercial uses of TRILAFON —the Veterinary Tranquilizer"

Name.....

Address.....

Town..... **State**.....

V-TR-J-649-10

The Big If In On-The-Farm Grain Storage

Economists are predicting a decline in farm income in '59. The smart farmer will try to beat the profit squeeze by storing crops on the farm. If market prices shoot up he can sell it — if prices aren't favorable he can seal it and get paid to store it.

Either way the farmer wins — IF he can keep his grain in condition to command highest prices.

It's a matter of education — as you well know. Now a leader in the field of grain sanitation, Douglas Chemical Co., is following up your efforts with a clearly outlined insect infestation control program for farmers.

Douglas suggests these "do's' and "dont's":

DO —put grain away clean.

DO —clean the bin prior to filling.

DO —apply Douglas "88 Improved" Farm Bin Spray to the floors and walls to kill bugs hiding in cracks and crevices. Then spray the grain surface with Douglas Special Mill Spray to prevent migratory infestation.

DO —fumigate with Douglas Tetrakil 2 to 4 weeks after filling the bin. By this time the grain is loose and the temperature is about the same throughout the grain mass . . . assuring good penetration of the fumigant.

DON'T —rely on cold weather to kill all the bugs.

DON'T —wait until a bin is heavily infested to fumigate. Preventive fumigation, like preventive maintenance, saves money in the long run.

The tide is turning—Your constant education of farmers to the dangers of insect attack to their stored grain and Douglas' clear-cut program for preventing it is paying off. Reports of insect infestation of stored grain have shown a definite decrease wherever the Douglas systematic infestation control program has been followed. For more information about this program write

DOUGLAS CHEMICAL COMPANY

Grain Sanitation Division

620 E. 16th Ave.,

North Kansas City, Mo.

You can make group pictures.....continued

formation office watches for the mood of the group. "People should be dressed for the occasion," she insists. "If it's a party scene, then the persons in the picture should be in party dress. This gives us trouble when pictures are posed. People want to dress up to have their picture made — not for the occasion of the picture."

Photographers have different opinions about composition. You can always get as many ideas on composition as photographers you talk with. In group pictures, any pleasing arrangement is good that will get the faces as large as possible in the picture and close together. Newspapers may crop the picture to cut off all but the faces. That's why a picture from above the group is preferred.

Avoid busy backgrounds.

Flowers in bloom make a poor background for a group picture. They tend to divert attention from the people. A white house makes a good background because it reflects light. If you must use a background that would divert attention, try to get it out of focus.

If you're shooting outdoors, there's no better background than the sky. Use a low-angle shot with a filter for pleasing cloud effects that will not divert attention from the group.

Stair steps make good arrangements possible with large groups. They place rows at different elevations and make it easy to identify people in cutlines. Any arrangement should be orderly enough for cutlines.

Then, if you want to avoid poor group pictures, it's sometimes best not to take them at all. End.

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how to control . . .

ANIMAL HEALTH PROBLEMS

The best way to control possible disease problems is to have competent information. Your local Dr. Mayfield dealer can provide you with the answers to many questions, or if you prefer, write directly to Dr.. O. J. Mayfield personally at Charles City. A well-equipped diagnostic laboratory and trained staff are maintained for just this purpose. You are under no obligation to use this service.

Your Local Dr. Mayfield Dealer Can Offer Sound Advice on Diseases of:

Poultry — Swine
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The best place to go for information is to a recognized authority in the field. Dr. Mayfield has that experience. Write him today for free disease control information.

"PROGRESS THROUGH RESEARCH"

DR. MAYFIELD LABORATORIES

Modern Disease Controls

CHARLES CITY, IOWA

COMING EVENTS

July 6-10 — 42nd Annual Summer Conference for Wisconsin Instructors of Vocational Agriculture, Wisconsin College of Agriculture, Madison, Wis. Contact Dale C. Aebischer, Supervisor of Vocational Agriculture, 14 N. Carroll St., Madison 3, Wis.

July 12-15 — American Association of Agricultural College Editors Meeting, Gainesville, Fla.

July 19-25 — National Farm Safety Week

July 24-28 — 1959 National Audio-Visual Convention, Hotel Morrison, Chicago, Ill. Contact the National Audio-Visual Association, Fairfax, Va.

August 9-12 — 31st Annual Summer Session of the American Institute of Cooperation, University of Illinois, Urbana. Contact G. L. Jordan, University of Illinois Department of Agricultural Economics, Urbana.

August 20-22 — Southwestern Barrow Show, Lubbock Fairgrounds, Lubbock, Tex. Contact Waylon Carroll, Secretary-Treasurer, 3103 47th St., Lubbock, Tex.

August 17-22 — 18th Annual Florida Poultry Institute, Camp McQuarrie, Astor, Fla. Contact J. S. Moore, Extension Poultryman, University of Florida, Gainesville, Fla.

August 26-29 — 14th Annual Convention of The Soil Concervation Society of America, Rapid City, S. D. Contact The Soil Conservation Society of America, 838 Fifth Ave., Des Moines, Ia.

September 6-10 — Annual Meeting of the National Association County Agricultural Agents, Kansas City, Mo.

September 9-10 — Farm-orama 1959, Russell Case Farm near Richwood, Ohio. A comprehensive working demonstration of agricultural equipment and supplies. Contact Farm-orama Associates, Box 386, Richwood, O.

September 9-10 — Maryland Poultry Service Conference, University of Maryland, College Park, Md. Contact Wade H. Rice, Secretary, Maryland Poultry Service Conference, University of Maryland, College Park, Md.

September 23 — Annual Meeting of the Vermont Feed Dealers and Manufacturers Association, University of Vermont, Burlington, Vt. Contact D. C. Henderson, Secretary, Vermont Feed Dealers and Manufacturers Association, Hills Agricultural Science Building, Burlington, Vt.

September 23-25 — 16th Annual Convention of the Florida Fruit and Vegetable Association, Hotel Fontainebleau, Miami Beach, Fla.

October 12-15 — National FFA Convention, Kansas City, Mo.

November 9-17 — 93rd Annual Convention of the National Grange, Long Beach, Calif.

November 23-December 5 — International Live Stock Exposition-National Dairy Show, International Amphitheatre, Chicago, Ill.

November 20-26 — National Farm-City Week

December 5-11 — National Vocational Agricultural Teachers Association Convention, Chicago, Ill. Contact Jim Wall, Executive Secretary, NVATA, Waverly, Nebr.

Why

AG LEADERS PREFER

BETTER FARMING METHODS

2 1/2 to 1

BETTER FARMING METHODS

is the No. 1 Professional Magazine for AG LEADERS. Its purpose is to present various techniques and methods to AG LEADERS which will help them transmit to farmers better and more efficient farming practices.

BETTER FARMING METHODS

is edited for AG LEADERS by a former AG LEADER who knows their problems and offers sound, practical solutions based on the experiences of other AG LEADERS. Over 95% of all articles are original.

BETTER FARMING METHODS

is the first magazine to carry educational inserts permitting commercial companies to keep AG LEADERS up-to-date on the latest developments in their field.

BETTER FARMING METHODS

carries a summary of each feature article to save AG LEADERS time in selecting those which are of the greatest benefit and help.

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1—Agricultural Careers

"Training in a career in Retail Forestry" is the title of a helpful booklet available free to agricultural leaders from City College of San Francisco. Send for your free copy.

2—Fitchburg Chippers

For complete details about Fitchburg wood chippers for industrial and farm uses, circle the postal card number above. Fitchburg Engineering Corporation will send you their colorful brochure.

3—Filing Catalog

A catalog showing equipment for all file systems for your photography needs is available free to agricultural leaders from Nega-File Company.

4—High-Wheeled Mower

Roof Manufacturing Company would be pleased to send you a brochure on their 26-inch weed mower with variable pitch blade action. To get complete details, circle the postal card number above.

5—Automatic Barn Cleaners

A colorful 16-page booklet, available from Clay Equipment Corporation, gives full details about barn cleaning equipment.

6—Miticide Folder

Ag leaders can now get a newly revised folder on "Genite", the miticide that kills plant mites and their eggs in one spray. It is available from Allied Chemical's General Chemical Division.

7—Make Better Silage

A booklet from Trojan Powder Company "Tips on Making Better Silage" is yours for the asking.

8—Building Insulation

A booklet available free from National Gypsum Company, "Spun Mineral Wool Insulation Products" gives much technical information about house design and heat losses. Send for your free copy.

9—Booklet of the Month

"Urea, Nitrogen for Agriculture", is the title of a comprehensive booklet from American Cyanamid Company. The 44-page book includes these facts about Urea—history, properties, manufacture, applications, economics, and agronomics. You'll want a copy of this booklet as a reference on high-analysis, synthetic, organic nitrogen. Send for your free copy.

10—Fungicide Application Guide

A new Terraclor application guide for beans gives detailed information on the effective use of this soil fungicide. Order your free copy from Olin Mathieson Chemical Corporation by circling the postal card number above.

11—Fruit Spray Chart

A convenient chart which outlines procedures for the control of many deciduous fruit tree insects has just been pubpublished by Stauffer Chemical Company. They would be happy to send you a free chart.

12—Livestock-Poultry Catalog

A livestock and poultry equipment catalog available free to ag leaders from Honegger's, Inc. includes 60 pages with over 500 items. Send for your free copy.

13—Get More Milk

Does Thyroprotein really increase milk production? You can get all the facts about this interesting question by ordering the story of Stimulac from Agritech. Send for your free copy.

14—Free Sample of Sesone

Union Carbide Chemicals Company invites ag leaders to send for a free sample of Crag Sesone weed preventer. The samples include enough material to treat 200 square feet of soil.

15—Land Leveling Brochure

The Southern Plow Company Division would be pleased to send you further information about this land leveler. Circle the postal card number above.

16—Variety of Screens

The Da-Lite Screen Company, Inc., would like to have you see their complete line of projector and movie screens. Circle the postal card number to receive this descriptive literature.

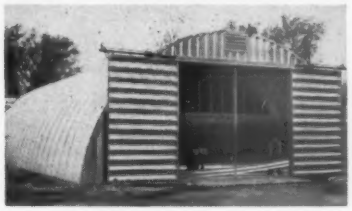
17—New Projection Outfit

A new projector, six slide trays, and carrying case from Realist, Inc., sells for $44.95. If you'd like more information about this outfit, circle this number on the postcard.

18—Catalog of Agricultural Films

Ag leaders, you'll find many helpful films described in this illustrated catalog from the Venard Organization. They'll send you a free copy on request.

18—"Curvet" Farm Building



Behlen Manufacturing Company is now offering this multi-purpose, quickly erected steel farm building. Send for further information.

20—Protect Metal Surfaces

How to protect metal surfaces with metallic zinc paint is the subject of a booklet available to ag leaders from the American Zinc Institute, Inc. Send for your free copy.

21—Blacklight—Color Magic

A helpful booklet from the Stroblite Company tells about color magic with fluorescent colors and blacklight. To learn how you can use these techniques for startling displays at some of your meetings, send for their brochure of information today.

22—The Dynafac Story

A very colorful booklet available from Armour & Company tells the success story of a new feed additive — Dynafac. This well-illustrated booklet is yours for the asking.

23—Pasture Without Soil

Buckeye Incubator Company invites you to send for free literature on their grass incubator. This booklet tells how you can go from seed to feed in just six days without any soil.

24—Using Motion Pictures

"Teaching and Training With Motion Pictures" is an 11-page booklet from Bell & Howell Company telling how movies are made. For your free copy, circle the postal card number shown.

25—Using Plastic Pipe

A booklet from Eastman Chemical Products, Inc., "What You Should Know About Flexible Pipe Made of Tenite Polyethylene" is available free to ag leaders. Send for your copy.

26—Selecting Movie Film

A free booklet from Eastman Kodak Company tells how to select the proper 16 mm. film for your camera.

27—Irrigation That Walks

You can get complete information about this self-propelled irrigation system by circling the postal card number above. R. M. Wade and Company will send you complete details.

28—Cut Tobacco Costs

From the Potash Division of International Minerals and Chemicals Corporation is a booklet entitled "When Your Tobacco Looks Like This . . . " Here is information on spotting trouble before it costs farmers money.

29—The Gibrel Story

You may be interested in a booklet from Merck & Company, Inc., explaining how their growth stimulant, Gibrel, makes plants grow bigger, mature and bloom earlier. They will be happy to send you a free copy.

30—Free Screen Sample

The Radiant Manufacturing Corporation invites you to send for a free sample swatch of their new lenticular Uniglow screen surface and full details on this new type of projection screen. Order your sample today.

31—About Plastic Silos

The Bakelite Company would be happy to send you their free literature on plastic silos. Order your free copy today.

32—Automatic Insect Repeller

This new Synchro-Mist Dispenser releases measured amounts of Pyrenone insecticide every 15 minutes. Device keeps 6,000 cubic foot area free of flying insects 24 hours a day. Syncro-Mist Controls, Inc. would be pleased to send you further details about this device.

33—Facts About LP Gas

This attractive 24-page booklet from the National LP Gas Council describes the advantages of LP Gas for all major uses in the home and around the farm.

35—Portable Loudspeaker System

Complete information about a fully transistorized portable loudspeaker system is available free to agricultural leaders from Sound-Craft Systems. Send for further information.

What makes the difference in tractor earning power?

What makes earning power in tractors? Design features enable some tractors to return more income by doing more field work at less cost.

This pump is a good example of engineering that separates this tractor from the usual. Found only in Allis-Chalmers tractors, this pump is the heart of the TRACTION BOOSTER system. When traction is needed, it provides up to ¾ ton of added weight . . . automatically and hydraulically . . . but only when needed for heavy pulling jobs. For light work, where excess weight is not necessary, Allis-Chalmers tractor owners have a big advantage. Ordinary tractors carry lots of built-in weight because they need it for traction on heavy work . . . but they have no provision to eliminate excessive weight not needed on light jobs.

What does TRACTION BOOSTER system mean in terms of earning power? It means fuel savings . . . up to 25 percent . . . as much as 20 percent more work power. It means less tire wear, less maintenance, lower operating cost . . . and a more favorable purchase price.

Engineering in Allis-Chalmers tractors adds up to more earning power . . . more man-saving convenience . . . more value that translates into better living for progress-minded farmers everywhere.

LISTEN!
National Farm and Home Hour
— Saturdays — NBC

ALLIS-CHALMERS, FARM EQUIPMENT DIVISION, MILWAUKEE 1, WISCONSIN

ALLIS-CHALMERS

TRACTION BOOSTER is an Allis-Chalmers trademark.

AGRICULTURAL FILM DIRECTORY

Here is your eighth agricultural film directory as prepared and published by Better Farming Methods. Each of these listed films has been checked with the company offering them just prior to publication of this directory. Therefore, these you find listed are currently available for your use. As far as we have been able to determine, these films are free with the possible exception of transportation costs.

Do not request any of these films from Better Farming Methods. Write directly to the companies whose complete addresses are given on pages 48-49 of this issue.

Keep this directory handy and available for easy reference throughout 1959-1960. If you like it let us know. If you have ideas on how it might be improved, we would appreciate that information also.

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BEEF CATTLE

American Angus Assoc.

ON AMERICA'S ANGUS TRAILS (16 mm., sound, color, 22 min.). This film shows the use of Aberdeen-Angus in all sections of the country under varying climatic and range conditions.

MODERN BEEF CATTLE (16 mm., sound, color, 17 min.). This film illustrates the points to look for in the judging and selection of Aberdeen-Angus.

MR. BLACK, BUILDER OF BETTER BEEF (16 mm., sound, color, 15 min.). This film shows what good registered Aberdeen-Angus bulls can do to upgrade the nation's beef cattle herds.

American Brahman Breeders Assoc.

AMERICAN BRAHMAN CATTLE (16 mm., sound, color or b/w, 15 min.). The history, breed characteristics, crossbreeding, feedlot performance, carcass yield and meat quality, distribution, and registration of Brahman cattle.

BRAHMANS AND EFFICIENCY (16 mm., silent film clip, b/w, 2 min. 46 sec.). Shows how efficiency in beef production is increased through the use of Brahmans, primarily by crossbreeding.

BRAHMAN HYBRID STEERS FIND FAVOR WITH FEEDERS, PACKERS, BUTCHERS (16 mm., silent film clip, b/w, 2 min. 38 sec.). A documental summary of four years' results at the Texas Ariculture Experiment Station.

KNOW YOUR BRAHMANS (16 mm., silent film clip, b/w, 2 min. 42 sec.). A standard of excellence study — all cattle photographed in their natural routine.

GETTING STARTED (16 mm., silent film clip, b/w, 2 min. 44 sec.). Portrays the intent of the 4-H club and FFA program, i.e. to establish rural youth in the business of farming; shows what can happen before and after the annual livestock show.

NOW HYBRID BEEF CATTLE (16 mm., silent film clip, b/w, 2 min. 37 sec.). Announces that hybrid beef cattle are now a reality, revealing that hybridization is obtained with the first cross of Brahmans and European cattle. Includes case studies.

PRODUCING SLAUGHTER CALVES (16 mm., silent film clips, b/w, 2 min. 36 sec.). Shows the use of Brahman and Brahman crossbred cows in producing milk-fat slaughter calves.

American Hereford Assoc.

THE HEREFORD HERITAGE (16 mm., sound, color, 28 min., 1954). This film encompasses the Hereford industry from the purebred producer to the feed lots. It includes information on origin and history of Herefords.

American National Cattlemen's Assoc.

ALL FLESH IS GRASS (16 mm., sound color, 25 min.). This is the story of modern cattle raising and finishing, marketing, processing, and retailing.

COW BUSINESS (16 mm., sound, b/w, 14 min.). This film takes a city family on a visit to a typical ranch during spring roundup and branding. Scenes cover the highlights of the cow-and-calf herd, the feeding process, packing, retailing, and other phases of getting beef to the nation's tables.

For complete mailing addresses of companies in this directory turn to page 48-49.

Farm Film Foundation

MORE BEEF AT LESS COST (16 mm., sound, color, 12 min.). Illustrates recent developments in research on beef cattle nutrition and shows how these developments can be put to use in the feedlot to promote growth and fight disease. Also describes how Pfizer, in cooperation with university scientists, developed a program to prevent and control shipping fever with feeds containing Terramycin. (Chas. Pfizer & Co. film).

THE BEEF MAKER (16 mm., sound, color, 13 min.). This film takes you out on the farms to see how science helps farmers grow bigger and better beef cattle with the new feed-enricher Stilbosol. (Eli Lilly & Co. film).

Chas. Pfizer & Co.

PROFITABLE BEEF PRODUCTION (16 mm., sound, color, 12 min.). First part of film teaches the important points to look for in judging or selecting Hereford or Black Angus feeder calves. Second part details the value of modern beef supplements that contain the new growth-promoting ingredients as well as conditioning feeds that prevent shipping fever.

Red Poll Cattle Club of America

RED POLL (16 mm., sound, color, 19 min., 1952). An educational film made in England, original home of Red Poll cattle, includes some very good material on type and judging that will be useful to any student regardless of his particular breed interest.

Union Pacific Railroad

CATTLE COUNTRY (16 mm., sound, color, 25 min.). This film portrays breeding stock, feeding, water supply, insects and diseases, calf raising, ranch layouts, business facilities, roundup of cattle, transportation, marketing, and other important phases in the production of beef cattle.

COTTON

Allis-Chalmers Mfg. Co.

COTTON GROWS UP (16 mm., sound, color, 10 min., 1953). The growing, cultivating, and picking of cotton with the aid of mechanized equipment.

The Dow Chemical Co.

ENEMY UNDERGROUND (16 mm., sound, color, 12 min., 1958). Shows how Johnson grass in cotton can be chemically controlled.

E. I. du Pont de Nemours and Co.

THE STORY OF "KARMEX" DL DIURON WEED KILLER (16 mm., sound, color, 18 min.). This is a film on pre-emergence weed control in cotton showing methods of application, details on calibration of sprayer, results of treatment, and comments of growers.

Farm Film Foundation

COTTON MEETS THE CHALLENGE (16 mm., sound, color, 27 min.). How to grow, and especially how to mechanically harvest, this great basic crop is the theme of this excellent how-to-do-it film.

Hercules Powder Co.

PRODUCTION OF EARLY COTTON (16 mm., sound, color, 13½ min., 1958). This film illustrates the critical stages of growth of the cotton plant and the best time to apply insecticides for control of cotton insect pests. Features time-lapse photography.

DAIRYING

American Guernsey Cattle Club

SELECTING AND JUDGING GUERNSEYS (35 mm. filmstrip, color, double frame, 40 frames, 1958). Shows how to select Guernsey dairy cattle on the basis of type conformation.

GOLDEN HERITAGE (16 mm., sound, color, 18 min., 1956). This film tells the story of mankinds struggle to feed itself, and the part dairy cattle, particularly Guernseys, have played.

American Milking Shorthorn Society

THE MILKING SHORTHORN STORY (16 mm., sound, color, 15 min., 1953). This film tells the history of the breed, and how it fits into average farm operations.

Association Films, Inc.

THE MILKY WAY (16 mm., sound, color, 15 min., 1952). The film tells the story of milk from the farm to the door step. Good interior shots of the milk plant explain how milk is processed and bottled. (Milk Industry Foundation film).

IT'S ALL IN KNOWNING HOW (16 mm., sound, color, 13½ min.). The fundamental contribution of milk and dairy foods to good health.

UNCLE JIM'S DAIRY FARM (16 mm., sound, color, 11 min.). Wholesome daily living on a dairy farm seen through the eyes of two city-bred children.

VISA TO DAIRYLAND, U.S.A. (16 mm., sound, color, 26½ min.). A young foreign-exchange student visits a midwest farm family and learns about modern dairy farming and wholesome farm life.

Modern Talking Picture Service, Inc.

THE GREATEST MILKING HAND (16 mm., sound, color, 21 min.). The story of various methods of modern mechanical milking on today's dairy farm. Shows milking methods and equipment from smallest to largest farms. (De Laval Separator Co. film)

Union Pacific Railroad

NEW HORIZONS ALONG THE MILKY WAY (16 mm., sound, color, 26 min.). This film points out the importance and value of milk and graphically shows the advancements made by the dairy farmer in the production of quality milk.

RAISING DAIRY CALVES (16 mm., sound, color, 10 min.). This motion picture is prepared in a manner to teach the recommended steps to be followed in raising dairy calves for herd replacements.

United States Steel Corp.

THE MODERN WAY (35 mm. filmstrip, color, single frame, 121 frames, 1955). This filmstrip shows how bulk milk handling works on the average farm and answers some of the common questions farmers ask about this method of handling milk.

BARNS FOR BETTER DAIRYING (16 mm., sound, color, 28 min., 1955). Filmed right on a dairy farm, it shows how to increase efficiency and reduce costs of dairy farming. Applicable to dairy farming operations everywhere, regardless of location.

LOOSE HOUSING OF DAIRY CATTLE (16 mm., sound, color, 22 min., 1958). Illustrates the planning, erection, and use of loose housing and herringbone milking parlors for dairy cattle. Important features of loose housing are included.

Universal Milking Machine Div.

THE INSIDE STORY OF MODERN MILKING (16mm., sould, color, 35 min.). The why and how of increasing milk yield and improving udder health through fast milking.

DAIRY WITH A FUTURE (16 mm., sound, color, 20 min.). Modern milking methods can save time and labor and increase milk production.

FARM BUILDINGS

Aluminum Company of America

BARN RAISING, U.S.A. (16 mm., sound, color, 20 minutes, 1954). This film follows the construction of an aluminum pole-type barn and gives many helpful pointers for the individual farmer who wishes to erect an aluminum pole-type barn of his own.

American Zinc Institute, Inc.

SELECTION AND APPLICATION OF GALVANIZED ROOFING AND SIDING (35 mm. filmstrip b/w, single frame, 58 frames, 1959). This filmstrip provides a detailed explanation of what to consider when selecting roofing and siding.

HOW TO MAKE GALVANIZED ROOFS LAST LONGER (35 mm. filmstrip, color, single frame, 37 frames, 1956). This filmstrip provides a step by step "how to" demonstration of the best way to extend the life and improve the appearance of used metal roofs.

ZINC CONTROLS CORROSION (16 mm., sound, color, 35 min., 1956). This film gives pictorial evidence that a sound corrosion-prevention program based on the use of zinc will lengthen the life of steel products, markedly reduce maintenance costs, and increase net earnings.

The Dow Chemical Co.

TREAT WOOD RIGHT (16 mm., sound, color, 20 min., 1951). Describes importance of wood preservation in structures. Shows industrial methods of treating and animation of what takes place during treating.

FARM POLE BUILDINGS (16 mm., sound, color, 8 min., 1954). This film gives details of pole-type construction.

PUT IT ON POLES (16 mm., sound, color, 16 min., 1955). This film shows economies of pole-type construction for farm, commercial, and small industries.

Johns-Manville Sales Corp.

THE FARMER LOOKS AHEAD (16

HOME-MADE LOADER SAVES TIME AND TOIL!

Max Johnson farms 700 acres near Mesilla Park, New Mexico. Here is shown the home-made loader he built in his spare time. A small gasoline engine powers the conveyor belt.

Mr. Johnson has found that his portable loader is both a time and money saver, in addition to eliminating much hard manual labor. He finds many uses for it in loading, transporting and storing feed and other farm products.

Shown at left is B. H. Melton of the J. B. Ritter Distributing Co., who supplies Mr. Johnson with quality Texaco products. Both know that *it pays to farm with Texaco products.*

OIL'S FIRST CENTURY BORN IN FREEDOM WORKING FOR PROGRESS

17 years with Texaco!

"Marfak is the best lubricant I've ever used," says George Gunlock (left), who farms 800 acres near Chillicothe, Ohio. With him are Dorothy George, wife of a tenant, and W. A. River, River Bros. Oil Co. Mr. Gunlock prefers Marfak because it won't drip out, wash out, dry out or cake up. It forms a collar around open bearings, sealing out dirt and grit. A Texaco customer for 17 years, he also likes Mr. River's dependable, neighborly service. He, too, agrees that it *pays to farm with Texaco products.*

BUY THE BEST...BUY TEXACO

mm., sound, color, 30 min., 1947). This film tells the story of modern buildings on the farm and shows how they influence the farmer's production and profits.

Masonite Corp.

ON THE PRACTICAL SIDE (16 mm., sound, color, 18 min., 1958). This shows the use of Masonite hardboards in new and remodeled farm buildings.

Rilco Laminated Products, Inc.

WORKING WONDERS WITH WOOD (16 mm., sound, color, 18 min.). This film shows step by step the manufacture of glued laminated wood structural members and their erection and use in farm, commercial, and residential building construction.

United States Steel Corp.

STEEL BUILDINGS FOR BETTER FARMING (16 mm., sound, color, 28 min., 1956). This film shows how to use prefabricated steel buildings for more efficient farm storage and housing needs. You'll hear farmers from all over the country give their own reasons for using steel buildings.

The Venard Organization

THE ROPP FARM STORY (16 mm., sound, color, 17 min.). A true story of the remodeling of old buildings on the farm of Clarence Ropp of McLean county, Illinois. (Asbestos-Cement Products Assoc. film)

FARM COOPERATIVES

American Institute of Cooperation

THE ECONOMICS OF DEMOCRACY (16 mm., sound, color, 27½ min.). Describes our Capitalistic System, how small business combines in mutual or cooperative organizations to gain the efficiency of the large one, who makes the decisions, the role of government, and where the farmer cooperatives fit into the picture. Discusses the three types of private enterprise.

PARTNERS (16 mm., sound, color 28½ min.). This is the story of a farmer and his cooperative . . . and how that farmer cooperative benefits everyone . . . in your town and mine.

Central Cooperatives, Inc.

WHAT IS A CO-OP? (16 mm., sound, b/w, 20 min.). This film tells what a cooperative is, how it operates, and its part in the economic life of our country.

FARMERS WORKING TOGETHER (16 mm., sound, color, 20 min.). Film produced by Farm Credit Administration endeavors to give bird's eye view of the types of services farmers are performing for themselves through their cooperatives from coast to coast.

FARM CROPS

American Potash Institute, Inc.

POTASSIUM HUNGER SIGNS (35 mm. filmstrip or 22 slides). Presents typical potash deficiency symptoms in field crops, vegetables, fruits, forage crops, and ornamentals.

SUCCESSFUL ALFALFA (40 slides). Features steps necessary to grow alfalfa successfully and profitably.

SOIL FERTILITY AND SOYBEANS (42 slides). New concepts of producing soybeans, covering all phases of production.

Association Films, Inc.

THE KING WHO CAME TO BREAKFAST (16 mm., sound, color, 17 min.). Bil Baird's marionettes tell the story of wheat.

Climax Molybdenum Co.

MOLY-GRO MEANS MONEY (35 mm. filmstrip, color, single frame, 90 frames, 1958). Discussion of Molybdenum as a growth factor for legumes and truck crops.

USDA FILMS

For a complete listing of films available from the U. S. Department of Agriculture, write to the Motion Picture Service, Office of Information, U.S.D.A., Washington 25, D. C. Ask for Agricultural Handbook No. 14.

There are a tremendous number of USDA films that will be of help to ag leaders. You can't afford not to have this catalog to supplement the commercial films you might obtain from companies and industries interested in agriculture.

For instance, a recent release entitled "Rural Community Defense" outlines the crucial role farmers will play in providing America with life-sustaining food, fiber and shelter, in the event of an enemy attack. The film shows that farm families can plan NOW for survival — by developing community survival plans and by preparing to meet emergencies. This is but one example of the type of films you can receive from the USDA.

Don't fail to write for your copy.

DeKalb Agricultural Assoc., Inc.

ACRES OF SORGHUM (16 mm., sound, color, 14 min.). An introductory film covering the inbreeding, crossing, testing, and production of hybrid grain sorghum.

ACRES OF GOLD (16 mm., sound, color, 20 min.). A general movie covering all phases of the development and processing of hybrid seed corn.

UNDER SUMMER SKIES (16 mm., sound color, 15 min.). Detailed information on the many phases of inbreeding and crossing to get better hybrid seed corn. Goes into more detail on research than the preceding.

SORGHUM CULTURE (Slidefilm, color). Shows the various farm operations in raising sorghum. Includes land preparation, planting, cultivating, irrigating, fertilizing, harvesting and the storing of grain.

BEHIND THE SEED (Slidefilm, color). This filmstrip deals with the research, production, inspection and processing of DeKalb Hybrid Sorghum Seed.

THE STORY OF A KERNEL OF DEKALB CORN (Slidefilm, color). Covers the planting, detasseling, harvesting, drying, grading, and storage of seed corn.

HUNGER SIGNS IN CORN (Slidefilm, color). Shows deficiency symptoms in corn from lack of proper soil nutrients, and covers the amount of nitrogen, phosphorus, potassium, etc., that the corn plant needs.

CORN COLORS & COLOR MIXTURES (Slidefilm, color). A study in simple genetics. Describes the yellow, red, or white coloration in the corn kernel and what happens when yellow is crossed with red, etc.

SEXUAL REPRODUCTION IN PLANTS (Slidefilm, color). Tells about the male and female elements of farm crops and how they unite to produce the seed.

HIDDEN VALUES IN HYBRID CORN (Slidefilm, color). Discusses the many extras that are placed in a kernel of hybrid corn. Describes methods of breeding, grading, and inspection.

THE CORN BORER, GANGSTER OF THE CORN FIELDS (Slidefilm, color). A down-to-earth educational film on the origin, habits, and control of the European corn borer.

E. I. du Pont de Nemours & Co.

LOST HARVEST (16 mm., sound, color, 20 min.). This film shows in dramatic form the need for controlling certain soil-borne diseases which cause heavy damage to crops every year.

Farm Film Foundation

THE ALFALFA STORY (16 mm., sound, color, 30 min.). This colorful film includes the history of alfalfa, present research projects, insect and disease control, uses, and some very clever devices for handling.

THE GREAT STORY OF CORN (16 mm., sound, color, 37 min., 1956). The story of corn from its origin down to the contribution of hybrids.

RESEARCH ACRES (16 mm., sound, color, 28 min., 1952). Recites the story of research in modern corn, including cytoplasmic inheritance of no-pollen shedding characteristic.

The Great Western Sugar Co.

THE GW STORY (16 mm., sound, color, 28 min., 1955). This film shows how the beet seed is produced, how the crop is grown, how the beets are processed into pure sugar, and how the remarkable beet by-products helped to build the vital livestock feeding industry in the West.

Maine Department of Agriculture

POTATOLAND (16 mm., sound, color, 9 min.). Modern potato farming in Maine. How growing and marketing methods have changed in keeping with new uses for potatoes in the home.

BETTER SEED (16 mm., sound, color, 18½ min., 1956). The story of the Maine program in developing and marketing superior seed potatoes.

Minneapolis Grain Exchange

STRICTLY PUBLIC (35 mm. filmstrip, color, single frame, 74 frames, 1959). A story of the movement of grain from farm to market.

Modern Talking Picture Service, Inc.

THE FARM SEED STORY (16 mm., sound, color, 22 min.). This film takes you behind the scenes and shows you the interesting techniques seed men use in seed processing.

SEEDS AND SCIENCE (16 mm., sound, color, 27 min.). You'll learn how hardy hybrids are developed and you'll watch with interest as you follow the many steps required in the preparation of land where alfalfa is to be grown.

National Plant Food Institute

MAKE THE MOST OF A MIRACLE (16 mm., sound, color, 27 min., 1953). This film tells the fascinating story of plant nutrition.

CASH IN ON CORN (16 mm., sound, color, 18 min., 1952). This film shows how to produce top corn yields and profits in a concise and straightforward manner.

Naugatuck Chemical

BETTER POTATOES (16 mm., sound, color, 18 min.). This film demonstrates the use of MH-30 for control of potato sprouting in storage and describes the application of MH-30 by plane and custom sprayer on the potatoes before harvest.

CHEMICAL SUCKERING ON TOBAC-

CO PLANTS WITH MH-30 (16 mm., sound, color, 14 min.). A film describing the many advantages of sucker control with MH-30.

Pfister Associated Growers, Inc.

MIRACLE OF CORN GROWTH (16 mm., sound, color, 22 min., 1948). This film shows the actual growth of the corn seed both underground and on top of the ground. It explains the life cycle of the corn plant and time lapse photography is frequently used so that the growth can be seen.

STORY OF GENUINE PFISTER HYBRIDS (16 mm., sound, color, 22 min., 1953). The story of hybrid seed corn from its development to the bag. Film shows research, production, and processing our hybrid seed.

PICK THE WINNER (16 mm., sound, color, 12 min., 1954). What to look for when selecting corn for show purposes. Film points out how to recognize quality.

BUYING YOUR SEED CORN (16 mm., sound, color, 12 min., 1956). The important considerations to be made by any farmer when purchasing hybrid seed corn for use on his farm.

For complete mailing addresses of companies in this directory turn to page 48-49.

CORN SILAGE: THE IDEAL FEED (16 mm., sound, color, 12 min., 1956). This film covers the use of corn as a silage hybrid on the farm. Varieties of corn, harvesting, storing and use are covered in the film.

PLANTING YOUR SEED CORN (16 mm., sound, color, 12 min., 1956). This film covers the important points of accurately planting seed corn. It also shows what can happen when planting is not properly done.

CHECKING YOUR CORN YIELD (16 mm., sound, color, 12 min., 1953). This film shows the actual mechanics of making a yield check of corn. It covers all the necessary points to get an accurate check.

Santa Fe Railway

FRESH FOR HEALTH (16 mm., sound, color, 1955). Portrays the transportation story of perishable produce from the farms and vineyards of the West and Southwest to the markets of the Midwest and East.

WHEAT — ITS GROWTH, TRANSPORTATION & MARKETING (16 mm., sound, color, 30 min., 1955). Shows history of wheat; planting, growing, and harvesting techniques; also, storage problems, and rail operations involved in moving harvest.

A. O. Smith Corperation

A SEALED SYSTEM FOR HIGH MOISTURE GRAIN (16 mm., sound, color, 23 min.). This story tells how father and son work out plan to put profit back into farm operation through use of vertical farming, and sealed oxygen-free storage of grain.

A SEALED SYSTEM FOR HAYLAGE (16 mm., sound, color, 23 min.). Through the eyes of two neighboring farmers, one who owns a Harvestore and one who doesn't, the importance of haylage in profitable farm operation is told.

Union Pacific Railroad

WHEAT SMUT CONTROL (16 mm., sound, color, 10 min.). For the wheat grower covering the proper steps to follow in controlling smut in wheat.

POTATOES UNLIMITED (16 mm., sound, color, 30 min.). A motion picture packed with practical ideas on the growing, handling and transportation of commercial and certified seed potatoes.

The Venard Organization

THE GREAT STORY OF CORN (16 mm., sound, color, 27 min., 1956). The story of corn from its origin down to the contribution of hybrids. (Funk Bros. Seed Co. film)

FARM FENCING

The Dow Chemical Company

TREATED FENCE POSTS (16 mm., sound, b/w, 7 min., 1954). Discusses pressure treatment of fence posts and building poles.

Farm Film Foundation

LET'S BUILD A FENCE (16 mm., sound, b/w). After a quick look at the way we built fences in the past — split rail, stone walls, stumps — we are shown the latest techniques in modern fence construction.

Modern Talking Picture Service, Inc.

THE MOST IN POSTS (16 mm., sound, color. 20 min.). Humorous, but with sound advice for farmers, this film describes the fight on termites and wood rot in fence posts and farm structures.

United States Steel Corp.

DAN TABER'S LEDGER (16 mm., sound, color, 27 min., 1957). Made on a farm, this film shows the actual planning and erection operations of farm fence in detail.

The Venard Organization

MODERN FENCE BUILDING (16 mm., sound, b/w, 17 min.). A fence-building lesson . . . from the removal of old posts to a finished fence any farmer would be proud to own.

THE SHADOW OF A PIONEER (16 mm., sound, b/w, 14 min.). The story of a pioneer farmer who made the first woven wire fence and the factory which has developed to produce modern fence.

STEEL WIRE FOR AGRICULTURE (16 mm., sound, color, 25½ min.). Shows what goes into open hearth furnaces to produce steel . . . the boiling bubbling mass of molten metal pouring out into the huge ladles . . . ingots rolled smaller and smaller to finally become wire for many types of farm fences. (Keystone Steel & Wire Co. films)

LET'S BUILD A FENCE (16 mm., sound, b/w, 15 min.). Shows all steps that go into building permanent, temporary, and contour fences.

CURTAINS OF STEEL (16 mm., sound, b/w, 15 min.). Takes the viewers into the steel mill . . . shows the open hearth furnaces . . . pouring of steel into ingots . . . rolling of billets into rods that finally become wire for farm fences. (Republic Steel Corp. films)

FARM EQUIPMENT

S. L. Allen & Co., Inc.

BEAUTY OF THE EARTH (16 mm., sound, color, 15 min., 1959). A complete round of outdoor chores including work on the lawn and in the garden performed by Plant Jr. Super Tuffy, the 1½ h.p. outdoor power appliance.

Danuser Machine Co.

DIG HOLES SITTING DOWN (16 mm., sound, color, 20 min., 1952). This film outlines the modern mechanical method of digging holes.

Farm Film Foundation

CHAIN SAWS PAY OFF ON THE FARM (16 mm., sound, color, 27 min.). From cutting pulp wood to felling the mighty oak, the modern chain saw is the right tool to use. How to maintain and handle this vital adjunct to the wood lot is well demonstrated, as are its many other uses around the farm.

CHAIN SAWS TURN TREES INTO MONEY (16 mm., sound, b/w, 30 min.). "A detailed, instructive picture on the use of the chain saw; fine shots of tree falling; interesting and filled with revealing sidelights on good forestry and safety practices. Every farmer who has a wood lot ought to see it."

FARM MACHINERY

Association Films, Inc.

OPERATION HOURGLASS (16 mm., sound, color, 28 min.). Solving the problem of dust in diesel engines for farmers, industry and all users of diesel equipment.

J. I. Case Co.

WHEN STEAM WAS KING (16 mm., sound, color, 27 min., 1955). This film shows the romance and excitement of the steam age.

PAGEANT OF PROGRESS (16 mm., sound. color, 22 min., 1948). This film presents the history-making plows, threshing machines, and tractors of the past.

CHOP THE CROP (16 mm., sound, color, 15 min.). This is the story of handling forage by field chopper.

Fox River Tractor Co.

GREEN FEEDING (16 mm., sound, color, 20 min.). Shows the latest methods of feeding cattle in feed yards and putting up grass silage in upright and trench silos and in stacks.

Gehl Bros. Mfg. Co.

CHOPPING AND HANDLING OF FORAGE CROPS (16 mm., sound, color, 30 min,. 1957). Depicts the modern way of forage handling with Gehl equipment.

HARVESTING AND HANDLING FORAGE CROPS (16 mm., sound, color, 30 min., 1957). Depicts the modern way of forage handling with Gehl equipment.

CUTTING, CLEANING, AND SHREDDING (16 mm., sound, color, 10 min., 1958). Depicts the modern way of forage handling with Gehl equipment.

The Heil Co.

GREEN GOLD — THE STORY OF DEHYDRATION (16 mm., sound, color, 17 min., 1955). Reviews the story of dehydration of forage crops, with emphasis on the company's line of equipment for that purpose.

Modern Talking Picture Service, Inc.

ROMANCE OF THE REAPER (16 mm., sound, b/w, 27 min.). The story of the invention of the reaper by Cyrus McCormick and its impact on the development of mechanized agriculture in America. (International Harvester Co. film)

New Holland Machine Co.

HAY-IN-A-DAY (16 mm., sound, color. 28 min., 1958). Hay-In-A-Day is the fascinating story of producing top quality hay in a scant 24 hours.

THE SECRET OF SYSTEMS (16 mm., sound, color, 17 min., 1958). Shows the miracle of mechanized farming that's rapidly turning farm fields into automatic production lines.

THE LARGEST CAPACITY FORAGE HARVESTER EVER BUILT (16 mm., sound, color, 15 min., 1957). This is the story of the 800 Forage Harvester and how easy it is to operate and maintain.

BEST IN BALING WITH A HAYLINER 68 (16 mm., sound, color. 11 min., 1957). This film shows you the Hayliner in operation and how easy the machine is to maintain and service.

New Idea Farm Equipment Co.

STRENGTH OF A GIANT (35 mm. filmstrip, color). Why farmers use hydraulic loaders. Features of New Idea loader line.

ANNOUNCING A NEW ARRIVAL (35

mm. filmstrip, single frame, color). Introduction of 95 bushel PTO drive spreader.

EXTRA LOADER SALES (35 mm. filmstrip, single frame, b/w). Introduction of New Idea's No. 500 hydraulic loaders.

SAVE A DAY MAKING HAY (35 mm. filmstrip, single frame, color). Advantages of conditioning hay. Sales features of New Idea hay conditioner.

NEW IDEA'S FOR BETTER HAY (35 mm. filmstrip, single frame, color). Sales features of New Idea No. 400 and No. 49 hay rakes.

THE VERSATILE NO. 450 ROTARY CUTTER (35 mm. filmstrip, single frame, color). Summary of product features and uses of rotary brush cutter.

THE MECHANICAL HIRED HAND (35 mm. filmstrip, single frame, color). Uses of forage box and its value to farmer and features of New Idea No. 600 forage box.

NEW IDEAS FOR BETTER HAY (35 mm. filmstrip, single frame, color). Covers important factors in making better hay and outstanding features of New Idea parallel bar rakes.

SALES FEATURES OF THE NO. 302 SNAPPER (35 mm. filmstrip, single frame, color). Brief resume of construction features of the new one-row snapper.

HUSKY HAULERS (35 mm. filmstrip, single frame, b/w). Covers importance of good hauling equipment on the farm.

CLEAN CLIPPERS (35 mm. filmstrip, single frame, b/w). Discusses importance of proper mowing and gives features of New Idea mowers.

The Oliver Corp.

CHAMPIONS OF THE CORN HARVEST (16 mm., sound, color, 37 min., 1957). A sales movie on Oliver's line of corn picking machinery, both pull-type and mounted. Also covers Oliver's new corn header attachment for self-propelled combines.

A NEW WORLD OF POWER (16 mm., sound, color, 10 min., 1958). This movie tells the story of Oliver's 1958 new green and white power fleet of tractors.

TOP QUALITY HAY AT TOP SPEED (16 mm., sound, color, 20 min., 1959). This movie tells the story of Oliver's harvesting machinery.

Sinclair Refining Co.

THE BEST MAN (16 mm., sound, color, 27 min.). A warm human interest story, with a background of information on the latest farm machines and methods.

FARM SHOP

Association Films, Inc.

FLEXIBILITY IN WOODWORKING (16 mm., sound, color, 25 min.). How to use the radial saw and the various types of cuts it can make.

WELDING COMES TO THE FARM (16 mm., sound, b/w, 24 min.). A county agent shows a meeting of farmers how arc welding can be used to repair farm implements and build tools and equipment, saving time, effort and money.

Bureau of Mines

STORY OF A SPARK PLUG (16 mm., sound b/w, 21 min.). Uses of spark plugs in various combustion engines, operation of ordinary four-cycle engine, theory of operation of spark plugs, and proper method of installing plugs and causes of faulty performance.

LUBRICATION (16 mm., sound, b/w, 30 min.). Theory of friction and practical application of lubricants to various mechanical elements connected with everyday life.

HOW TO MACHINE ALUMINUM (16 mm., sound, b/w, 32 min.). Alloys of cast and wrought aluminum and effect of alloying, heat treating, and cold working on machinability of alloys; instructions in use of hand tools; cutting compounds explained; and high-speed automatic screw machines, their speeds, tools, and coolants.

A STORY OF ARC WELDING 16 mm., sound, color, 24 min.). Techniques of arc welding — selection and use of electrode, adjustment of welding machine providing current, safety clothing of welder, and method of striking arc plus many applications of arc welding.

HOW TO WELD ALUMINUM — TORCH WELDING (16 mm., sound, b/w, 17 min.). This film shows the behavior of aluminum under the welder's torch, steps necessary to make a good torch weld, and closeup photography of actual welding operation.

HOW TO WELD ALUMINUM — RESISTANCE WELDING (16 mm., sound, b/w, 12 min.). Samples of sound welds, showing correct welding practices.

THE STORY OF THE STORAGE BATTERY (16 mm., sound, b/w, 32 min.). Shows various types of batteries, principle upon which storage battery operates in generating an electric current, proper care and use of batteries, and industrial and domestic uses of batteries.

THE OXY-ACETYLENE FLAME—MASTER OF METALS (16mm., sound, color, 19 min.). Narrates, by aid of picture and animation, story of oxy-acetylene welding and cutting from the making of calcium carbide out of limestone and coke and the extraction of oxygen from the air to the multitudinous uses of oxy-acetylene flame in modern industry.

Champion Spark Plug Co.

IGNITION & SPARK PLUGS (16 mm., sound, b/w). Explains service and maintenance of engine ignition systems.

Farm Film Foundation

WELDING COMES TO THE FARM (16 mm., sound, b/w, 25 min.). Most folks have always thought of electric welding as a complicated thing demanding the tender (and expensive) services of an expert. But, after seeing this picture, one's ideas about welding change.

Lincoln Electric Co.

WELDING COMES TO THE FARM (16 mm., sound, b/w, 24 min., 1950). Shows how arc welding can be used on a farm to save time and money.

FEEDS

Farm Film Foundation

THE QUEST (16 mm., sound, b/w, 8 min.). Tells of the never-ending search for newer, more powerful, life-saving substances for poultry and livestock.

SCIENCE COMES TO THE FARM IN A FEED BAG (16 mm., sound, color, 17 min.). Details the value of formulated feeds in livestock and poultry rations. The many contributions science makes to agricultural progress are also outlined.

CORRALLING SHIPPING FEVER (16 mm., sound, color, 12 min.). Demonstrates how shipping fever, a disease that costs livestock producers an estimated 25 million dollars a year, can be prevented and controlled with high levels of Terramycin in feed. (Chas. Pfizer & Co. films)

Chas. Pfizer & Co.

HIGH LEVEL FEEDS (35 mm. filmstrip, sound, color, 12 min.). Tells the story of how good feeds that contain high levels of Terramycin fight disease and improve livestock and poultry production.

Standard Brands, Inc.

THE STORY OF FLEISCHMANN'S IRRADIATED DRY YEAST (16 mm., sound,

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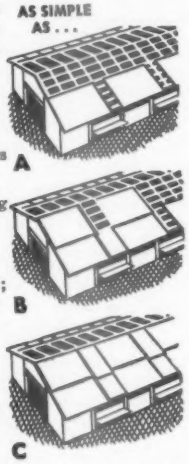

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b/w, 25 min.). This film presents the historical background of vitamin D, the need by livestock and an interesting trip through the plant to see how irradiated yeast is made.

FERTILIZERS

American Potash Institute, Inc.

FERTILIZER PLACEMENT (Slide set, 40 slides and script). Illustrates proper placement methods on row crops, forages, and small grains, and what happens when it is wrongly placed.

Farm Film Foundation

HOW TO USE NITROGEN SOLUTIONS (16 mm., sound, color, 14 min., 1957). Practical guide to farmers on using various types of nitrogen fertilizer solutions.

MODERN SOIL BUILDERS (16 mm., sound, color, 13 min., 1954). Light, entertaining documentary of 1954 Farm Progress Show in Camden, Ind. Film still timely; no dates mentioned.

MAN AGAINST HUNGER (16 mm., sound, color, 14 min., 1955). How man depleted soil by "mining" it of nutrients and how he has rebuilt it through fertilization.

National Plant Food Institute

WHAT'S IN THE BAG (16 mm., sound, color, 17 min., 1956). Describes how plant foods are produced and their functions in plant growth. Chemical problems involved in fertilizer production are explained in lay language through the use of simple demonstrations.

U. S. Gypsum Co.

USE OF GYPSUM IN AGRICULTURE (35 mm. filmstrip, single frame, color, 1954). Describes the eight basic uses of agricultural gypsum and advantages that can be obtained from its use.

FORESTRY

Allis-Chalmers Mfg. Co.

TREES (16 mm., sound, color, 12 min., 1954). Stresses value of trees as a cash crop, and importance of tree farms as a source of timber. Shows conservation logging and methods of planning and planting.

Firm Service Laboratories, Inc.

WOODS AND A WAY (16 mm., sound, color, 30 min.). Shows how average small farmer solves his economic problems through the correct use of his woods.

LONNIE'S NEW CROP (16 mm., sound, color, 11 min.). Lonnie Mathews helps his neighbor make a thinning in oldest planted pines in his county. Good income from even this first thinning inspires Lonnie to plant his own idle acres. Shows steps taken to obtain seedlings, heeling in, and actual planting operation.

FIRE CALL! (16 mm., sound, color, 15 min.). After establishing need for fire control in the South, contrasts individual efforts to those of organized unit.

BIRTH OF A SOUTHERN PINE (16 mm., sound, color, 15 min.). Shows how seedlings are produced from fertilization of female flower, collection of mature cones, extraction of seed at state nursery, and first year in seed beds, to bundling of seedlings for shipment.

WHEN A FELLOW NEEDS A FORESTER (16 mm., sound, color, 23 min.). Shows the change in thinking of a small woodland owner regarding services offered by a forester after seeing the work demonstrated on his own land.

DEAD OUT (16 mm., sound, color, 30 min.). Based on actual happenings, this film shows the important steps to take when burning brush safely and the serious consequences when even one step is ignored.

Harold F. Duis, above, for the past nine years State Supervisor of Agricultural Education for Nebraska, has joined the staff of the U. S. Office of Education in Washington, D. C., in the position of Program Specialist for the Central Region in the Agricultural Branch of the Vocational Education Division. The position also carries ex-officio membership on the Board of Directors of the Future Farmers of America, and the Board of Trustees of the FFA Foundation, Inc. Prior to his service as State Supervisor, Mr. Duis taught vocational agriculture in Nebraska for 14 years. He is a graduate of the University of Nebraska where he received the Bachelor of Science and the Master of Science degrees.

FROM TREES TO PAPER (16 mm., sound, b/w, 10 min.). Gives account of paper-making process from tree to finished product.

PAPER AND I (16 mm., sound, color, 13½ min.). Stresses the dependence of people on paper products and the fact that this demand can always be satisfied when all growers and users of forest products adopt wise practices.

THE SOUND OF AMERICA (16 mm., sound, color, 27 min.). This is the dynamic story of the second largest industry in the South . . . a dramatic narrative on Southern Pine that shows what's behind the growing of trees and the manufacture of lumber.

Western Pine Assoc.

THE BOUNTY OF THE FOREST (16 mm., sound, color, 28 min., 1953). Shows tree farming, forest protection, harvesting, manufacture, and utilization of finished lumber.

Modern Talking Picture Service, Inc.

THE NEW PAUL BUNYAN (16 mm., sound, color, 29 min., 1952). This film combines Pacific Northwest scenic mountain and forest views with present-day logging operations and lumber manufacture.

PROMISE OF THE TREES (16 mm., sound, color, 27 min., 1954). This film shows the conversion of forest products to lumber, plywood, pulp, and paper.

TOMORROW'S TREES (16 mm., sound, color, 30 min., 1959). Film portrays growing trees as a crop to assure a continuing forest supply. (Weyerhaeuser Sales Co. films)

4-H — EXTENSION

Farm Film Foundation

4-H HEADLINES (16 mm., sound, color, 29 min.). A big city newspaper editor sends a reporter to find out what 4-H is all about. Visiting 4-H boys and girls in several states, the reporter studies their projects and comes back with a series of stories which make him famous.

The Venard Organization

4-H HERE AND THERE (16 mm., sound, color, 13½ min., 1956). This is the story of 4-H in action! (Funk Bros. Seed Co. film)

THE COUNTY AGRICULTURAL AGENT (16 mm., sound, color, 14 min.). A dramatized portrayal of the events in the life of a typical county argricultural agent as he goes about his job as the coordinator of the agricultural Extension program in his county.

SOMETHING TO CROW ABOUT (16 mm., sound, color, 14½ min.). 4-H poultry projects and what they mean to boys and girls . . . and their influence on poultry-raising practices in their communities.

THE FIFTH H (16 mm., sound, color, 43 min.). A dramatic film story of 4-H home improvement . . . based on true stories of accomplishments of real 4-H club boys and girls. (Sears-Roebuck Foundation films)

FFA — VO-AG

Farm Film Foundation

HERE AND THERE WITH FFA (16 mm., sound, color, 17 min.). This excellently thoughtout picture tells the story of the Future Farmers of America all the way from the annual grand jamboree at Kansas City to the individual projects and activities of FFA boys in a "whole passel" of states.

General Motors Corp.

FARMER OF TOMORROW (16 mm., sound, color, 28 min., 1952). A high school boy learns principles of successful farm management through help of vocational agriculture teacher and local FFA chapter.

The Venard Organization

FOUR STAR FARMERS (16 mm., sound, color, 18 min.). This film takes you to California, Pennsylvania, Oklahoma, and Kansas to visit the farms and ranches of four Star Farmers of America. (Keystone Steel & Wire Co. film)

THE VO-AG TEACHER (16 mm., sound, b/w, 14 min.). A true story of the part one vo-ag teacher plays in the affairs of a typical midwestern community.

THAT INSPIRING TASK (16 mm., sound, b/w, 26 min.). A "public relations" film for FFA. Shows accomplishments of vocational agriculture in many areas. (Sears-Roebuck Foundation films)

GREEN GOLD (16 mm., sound, color, 29 min.). A grasslands" story . . . with emphasis on value of vocational agriculture.

GRASSES AND LEGUMES

Allis-Chalmers Mfg. Co.

GRASS IS GOLD (16 mm., sound, color, 12 min., 1953). Shows how grass, legumes, and mixtures are utilized as pasture and for silage.

TAKING THE PASTURE TO THE COWS (16 mm., sound, color, 12 min., 1954). Shows methods of utilizing forage for direct feeding during growing period of legumes, as practiced by cattle raisers in U.S.A.

American National Cattlemen's Assoc.

LAND OF OUR FATHERS (16 mm., sound, color, 30 min.). This film uses his-

torical and current illustrations to portray how modern cattlemen are striving to maintain and build our nation's most precious heritage — grass.

Ray Cunningham & Sons
ONE BILLION ACRES OF GRASS (16 mm., sound, color, 22 mm., 1959). Tells the story of grasslands in America, tying in grassland farming with soil conservation. Shows the different types of grasses and legumes in various parts of the U. S.

JUNE PASTURES IN JANUARY (16 mm., sound, color, 19 min.). Explains the need for conditioning hay to retain leaves, food value, etc. Proper methods of cutting and handling.

Farm Film Foundation
GREEN GOLD (16 mm., sound, color, 27 min.). The place of grass farming in agriculture has been a headline topic for some time. This is the first film that handles the question concisely, intelligenty, and with a dandy human interest story woven in.

National Plant Food Institute
CASH IN ON GRASS (16 mm., sound, color, 22 min., 1958). Describes how the livestock producer can derive greater profits from his pastures and forage crops. Through the camera, viewers learn the important steps to follow in establishing and maintaining pastures for increased yields and how to utilize their pastures and forage crops more efficiently.

New Holland Machine Co.
HOW GRASS GROWS (16 mm., sound, color, 10 min., 1959). A colorful and descriptive film designed to instruct farmers on how to make better use of grass by showing how grass grows and reproduces itself.

Spencer Chemical Co.
THE COASTAL BERMUDA STORY (35 mm. filmstrip, single frame, color, 52 frames, 1957). A general review of the production practices in the growing of Coastal Bermuda.

Union Pacific Railroad
BLADES OF GREEN (16 mm., sound, color, 15 min.). The use of grass for range, pasture and hay; erosion control; home lawns, and many types of turfs are filmed in a colorful and understandable manner. It shows how an abundance of green grass makes it economically possible for livestock producers to grow and market the highest quality animals and meat in the world today.

United States Steel Corp.
PROFIT ON THE MOUNTAIN (16 mm., sound, color, 25 min., 1957). Applies to western areas. Shows how to get the most out of mountain meadow grasslands.

HOGS

American Cyanamid Co.
OUR COUNTY (16 mm., sound, color, 22 min.). This film, photographed on location in the heart of the swine-raising country, covers the various methods of swine raising and also reviews some of the newest methods of swine management.

Farm Film Foundation
INCREASED INCOME FROM HOGS (16 mm., sound, color, 14 min.). Shows the importance of good baby pig nutrition, particularly in the first weeks of life.

VICTORY OVER SCOURS (16 mm., sound, color, 13½ min.). Describes how Terramycin fights scours, dysentery, infectious diarrhea, vibriosis, and other intestinal diseases. (Chas. Pfizer & Co. films)

LIFE CYCLE HOUSING FOR HOGS (16 mm., sound, color, 19 min., 1957). Discussion of hog economy by Dr. Damon Catron, Iowa State College swine nutrition expert; theory of life cycle system for raising hogs and tour of such a system in operation on an Iowa farm. (Douglas Fir Plywood Assoc. film)

James B. Fawcett became associate director of the Rutgers University Extension Service in Agriculture and Home Economics on July 1. Fawcett, who is agricultural Extension leader, will succeed Lindley G. Cook who retired June 30.

Chas. Pfizer & Co., Inc.
HOW TO WEAN MORE PIGS (35 mm. filmstrip, sound, color, 12 min.). Discusses important management and feeding practices that help the feeder wean more healthy pigs.

LIFE CYCLE FEEDING OF HOGS (35 mm. filmstrip, color, 12 min.). This filmstrip tells what life cycle feeds are, how to use them for greater profits.

Portland Cement Assoc.
THREE MORE LITTLE PIGS GO TO MARKET (16 mm., sound, color, 21 min., 1946). Covers ways of raising hogs in sanitary surroundings.

Union Pacific Railroad
SAVING LITTLE PIGS (16 mm., sound, color, 10 min.). This film stresses the care and preparation of the sow for the approaching confinement period and carefully illustrates the preparation of facilities, providing warmth, preventing crushing, and controlling diseases, insects, and worms.

HOG SENSE (16 mm., sound, color, 25 min.). This film covers up-to-date methods in the breeding, raising, and marketing of swine. Proper management and careful handling are stressed from breeding to shipping.

United Duroc Swine Registry
PIG PROJECTS MAKE PROFITS (16 mm., sound, color, 14 min.). This film shows a boy's start in swine raising.

INSECT CONTROL

American Cyanamid Co.
PRELUDE TO PLENTY (16 mm., sound, color, 25 min.). This film shows the scientific approach to insect control with malathion.

The Dow Chemical Co.
THIEF IN THE SOIL (16 mm., sound, color, 10 min., 1956). Explains nematode control through soil fumigation in field and garden.

Modern Talking Picture Service, Inc.
THIEF IN THE SOIL (16 mm., sound, color, 10 min.). The use of soil fumigation to control nematodes, a serious problem to farmers and gardeners throughout the country.

Sinclair Refining Co.
THINGS KEEP CHANGIN' (16 mm., sound, b/w, 40 min.). How Lonnie, Carl Masterson's son and partner, convinces Carl that a Farm and Home Development Program and family planning are necessary.

THE PENCIL AND PLOW (16 mm., sound, color, 27 min.). How Carl Masterson and Lonnie use information from the Agricultural Marketing Service which helps the farmer to evaluate trends and outlook for farm products.

Shell Chemical Corp.
RIVAL WORLD (16 mm., sound, color, 1 hour and 25 min., 1957). Award-winning story of man's never-ending struggle for survival against crop-destroying insects.

IRRIGATION

Aluminum Co. of America
RIGHT AS RAIN (16 mm., sound, color, 28 min., 1951). This film demonstrates with the aid of rainfall charts, covering a period of the past 50 years, that even in the Northern and Eastern sections of the country supplemental irrigation will greatly increase both the quality and quantity of any crop.

W. R. Ames Co.
MODERN CONTROLLED IRRIGATION (16 mm., sound, color, 33 min., 1951). Shows irrigation with sprinkler and furrow pipe, featuring uses of valves, furrow gates, and other methods used in controlling irrigation water.

Bureau of Reclamation
WATER IN THE WEST (16 mm., sound, b/w, 27 min., 1951). This film shows the importance of water in the arid West and how the West has been transformed through conservation and use of water resources.

WEED CONTOL ON IRRIGATION SYSTEMS (16 mm., sound, color, 30 min.). This film shows the latest developments in weed control methods and equipment used in combatting weed pests in the channels of canals and drains of irrigation systems. It also shows the problems weeds cause and depicts the need for controlling weeds in order to reduce operating problems, maintenance costs, and water losses.

IRRIGATION PRACTICES (16 mm., sound, color, 28 min., 1956). This film shows the seven basic steps to good irrigation.

Irrigation Equipment Co., Inc.
CONSERVATION IRRIGATION (16 mm., sound, color, 22 min.). Shows methods of irrigation from the early Egyptian days to the present modern day type of irrigation.

Johnston Pump Co.
NATURES RESEVOIR & FLOWING PROFITS (16 mm., sound, color, 40 min.). Shows the effects of proper irrigation on crop production.

National Plant Food Institute
WEATHER OR NOT (16 mm., sound, color, 21½ min., 1954). Describes how sprinkler irrigation plus proper fertilization and other good farm management practices can boost farm profits.

Union Pacific Railroad
THIRSTY ACRES (16 mm., sound, color, 25 min.). This film shows how water reaches the irrigated lands of the West, preparation of land for irrigation, and illustrates proper use and application of water.

LIVESTOCK (GENERAL)

Modern Talking Picture Service, Inc.
THE LIFESAVING NITROFURANS (16 mm., sound, color, 26 min.). A thorough explanation of the various medications for the prevention and control of disease in poultry and livestock.

Chas. Pfizer & Co., Inc.
HOW TO JUDGE LIVESTOCK (35 mm. filmstrip, sound, color, 12 min.). Teaches the principles of judging dairy cows for milk-producing capacity, poultry for egg-producing capacity, and hogs for their market qualities.

Standard Brands, Inc.
RICKETS IN CALVES (16 mm., silent, b/w, 15 min.). Based on research done on vitamin D requirements of calves.

The Venard Organization
AN OUNCE OF PREVENTION (16 mm., sound, color, 25 min.). Shows ways and means of preventing the terrific loss from improper care and improper handling which levies a tax on every pound of meat produced by American farmers. (Sears-Roebuck Foundation film)

LIVESTOCK MARKETING

Sterling Movies U.S.A., Inc.
A NATION'S MEAT (16 mm., sound, color, 27 min.). This film shows you where meat is produced; how it gets from the open range to the kitchen range. Includes livestock production, feeding, marketing, slaughtering; how meat gets to retailers across the nation . . . to you.

RED WAGON (16 mm., sound, color, 27 min.). The true life story of Gustavus Franklin Swift and the growth of the meat packing industry.

WHO BUYS YOUR LIVESTOCK (16 mm., sound, color, 9 min.). In this action-packed, beautifully animated film, you'll learn of the many sources of market information that may help producers sell their livestock at the time and place they think will be to their best advantage.

MEAT BUYING CUSTOMS (16 mm., sound, color, 10 min.). This film tells how different preferences in meat affect the price meat packers pay for livestock.

LIVESTOCK AND MEAT (16 mm., sound, b/w, 27 min.). This film tells the story of the development of the livestock and meat industry. (Swift & Co. films)

ORCHARDS — FRUITS

Maine Department of Agriculture
CLIMATE AND THE APPLE (16 mm., sound, color, 20 min.). A documentary type film on apple growing in Maine.

Naugatuck Chemical
DUSTING AT DAWN (16 mm., sound, color, 14 min.). This is a comprehensive review of fungus control on deciduous fruit from the formation of leaves on the trees to the marketing of fruit.

Peach Board of Control
COLORADO PEACHES (16 mm., sound, b/w, 30 min., 1952). This film shows growing, harvesting, and shipping of Colorado peaches.

Rohm & Haas Co.
APPLE MILDEW (16 mm., sound, color, 13 min., 1957). Symptoms, life cycle, damage caused by and control of apple powdery mildew.

Union Pacific Railroad
FRUITS OF A LIFETIME (16 mm., sound, color, 26 min.). This film shows the production, grading, and packaging of western grown fruits, and the services and facilities made available by the railroads in placing this commodity on the markets of the world.

POULTRY

Association Films, Inc.
A PLACE IN THE SUN (16 mm., sound, color, 18 min., 1957). Interesting and educational movie on how to use sun's energy for better poultry production, maintaining dry litter, more even temperatures. (Libby-Owens-Ford Glass Co. film)

DeKalb Agricultural Assoc., Inc.
ACRES OF CAGES (16 mm., sound, color, 20 min.). An educational film on the feeding, housing, and management of caged layers.

ACRES OF CHIX (16 mm., sound, color, 20 min.). Describes the many processes in the inbreeding and crossing of poultry.

THE NEW CHICKEN (35 mm. slidefilm, color). Methods used in the production of inbreds and crosses in poultry.

Farm Film Foundation
EGG LAYERS—FROM JUNGLE FOWL TO HY-LINE (16 mm., sound, color, 26 min.). This is the colorful story of poultry from the egg-laying birds of the jungle to the egg layers of the hen coop.

HIGHER POULTRY PROFITS (16 mm., sound, color, 10 min.). This film is built around a trade-name antibiotic, and shows how its use aids in adding weight and curing or curbing disease in the flock.

NEW WAY TO GET MORE EGGS (16 mm., sound, color, 10½ min.). This is a quick, brilliant presentation of the part antibiotics play in mixed feeds for your laying flock. After you have seen it you will know a lot more about what to do to insure high productivity from the birds out and in the hen house.

HIGHER POULTRY PROFITS (16 mm., sound, color, 14 min.). Shows the importance of Terramycin in high level feeds as a treatment for CRD and Blue Comb and for Air Sac.

NEW WAY TO GET MORE EGGS (16 mm., sound, color, 12 min.). Describes the latest research findings on the use of Terramycin for extra eggs.

FOR THE BIRDS (16 mm., sound, color, 13½ min.). The apt title of this engaging movie refers to the efforts made by research to help farmers to raise healthier poultry and livestock at lower cost. (Hess & Clark film.)

Modern Talking Picture Service, Inc.
PROGRESS IN POULTRY (16 mm., sound, color, 20 min.). Traces the growth of the modern poultry industry and shows how disease-conquering products help the farmer produce more and better poultry and eggs.

Chas. Pfizer & Co., Inc.
CONTROL OF CRD WITH ANTIBIOTICS (35 mm., filmstrip, sound, color, 12 min.). Tells the important story of how broad-spectrum antibiotics are the most successful antibiotics to help fight the poultry industry's No. 1 disease—CRD.

MORE PROFITS FROM LAYERS (35 mm., filmstrip, sound, color, 12 min.). This important film shows the latest data from recent feeding trials that have shown how antibiotics can help increase egg production at every stage in the laying cycle of a hen.

Union Pacific Railroad
CULLING CHICKENS (16 mm., sound, color, 10 min.). A training and teaching picture adapted for those desiring to learn how to select laying birds or eliminate poor producers from the flock.

RODENT CONTROL

Wisconsin Alumni Research Foundation
WIN THE WAR AGAINST RATS AND MICE WITH WARFARIN (35 mm. filmstrip, b/w, single frame, 43 frames). Discusses the control of rats and mice with warfarin.

SAFETY

Allis-Chalmers Mfg. Co.
SAFE FARMING USA (16 mm., sound, color, 4½ min., 1959). A safety educational film which illustrates safe driving of farm tractors on highways.

American Petroleum Institute
FARM PETROLEUM SAFETY (16 mm., sound, color, 26 min., 1953). Demonstrates safe use and storage of petroleum products on the farm and ranch.

FARM TRACTOR SAFETY (16 mm., sound, color, 18 min., 1951). Demonstrates the "do's" and "don'ts" of safe tractor operation.

Bureau of Communication Research, Inc.
FIRE ON THE FARM (16 mm., sound, color or b/w, 12 min., 1950). Fire is one of the farmer's deadliest enemies. This film shows how farm fire protection and prevention can be improved.

Bureau of Mines
HELP WANTED (16 mm., sound, b/w, 36 min). This film gives basic infomation for beginners in first aid.

General Motors Corp.
SAFETY, OUR NO. ONE CROP (16 mm., sound, b/w, 23 min., 1947). A film about the 4-H Club safety program with suggestions for reducing farm accidents.

Illinois Central Railroad
LOOK, LISTEN AND LIVE (16 mm., sound, color, 22 min.). This motion picture effectively dramatizes the importance of obeying railroad crossing signs and signals, and depicts the many careless driving habits that have caused serious accidents at highway-railroad grade crossings.

SAFETY AT THE CROSSROADS (16 mm., sound, color, 18 min.). A motion picture showing causes of highway-rail intersection-grade crossing accidents.

For complete mailing addresses of companies in this directory turn to page 48-49.

Sinclair Refining Co.
THE INCREDIBLE JOURNEY (16 mm., sound, b/w, 27½ min.). Sinclair Refining Company's latest safety movie uses an imaginative blend of reality and fantasy to drive home an unforgettable safety message.

MIRACLE IN PARADISE VALLEY (16 mm., sound, b/w, 45 min.). Dramatic and entertaining, this movie, with a Hollywood cast, shows in an intriguing and revealing manner how farm accidents can be overcome.

The Venard Organization
A STITCH IN TIME (16 mm., sound, b/w, 14 min.). The country doctor tells this story of farm and home accidents and how they can be prevented. (Sears-Roebuck Foundation film)

SHEEP

National Suffolk Sheep Assoc.
SUFFOLK SHEEP (16 mm., sound, color, 40 min.). This film was made by the English Suffolk Society in England.

Union Pacific Railroad
CULLING SHEEP (16 mm., sound, color, 10 min.). A training and teaching film prepared for those desiring to learn how to improve the flock for both meat and wool production.

WESTERN SHEEP (16 mm., sound, color, 20 min.). A colorful presentation featuring scenic shots in the high country and new western methods used in the producing and handling of sheep.

SOILS

National Plant Food Institute
THE BIG TEST (16 mm., sound, color, 15½ min., 1954). Treats the importance of soil testing and the method of taking soil samples in a forceful and entertaining manner.

Phillips Petroleum Co.
ON THE OTHER SIDE OF THE FENCE (16 mm., sound, color, 22 min., 1949). The film explains the relationship of soil to animal and human nutrition.

SOIL CONSERVATION

Allis-Chalmers Mfg. Co.
RETURN TO EDEN (16 mm., sound, color, 13 min. 1955). Explains how a Soil Conservation District is organized, and shows the results of good conservation practices.

WITH OUR OWN HANDS (16 mm., sound, color, 28 min., 1956). A soil and water conservation film showing the Mule Creek Watershed Protection Project of Mills county, Iowa, and how it brought greater agricultural prosperity to that area.

The Oliver Corp.
NEIGHBORS OF THE LAND (16 mm., sound, color, 17 min., 1951). Institutional and educational type movie on soil conservation.

The Venard Organization
MODERN PIONEER SERIES (Seven sound-color films) . . . telling the stories of seven Illinois counties which won annual awards for accomplishments in the conservation of soil and water and in community development.

WILLING ACRES (16 mm., sound, color, 42 min.). Shows what a soil conservation program did for people in communities in Texas, Georgia, Indiana, and South Dakota.

THE SOIL CONSERVATION DISTRICT (16 mm., sound, color, 14½ min.). Answers the questions of what a soil conservation district is and how it operates. (Keystone Steel & Wire Co. films)

THE PEOPLE TOGETHER (16 mm., sound b/w, 27 min.). Shows what business people and farm people can do when they cooperate in an organized soil conservation program. (Sears-Roebuck Foundation film)

SPRAYERS

John Bean Div.
EVOLUTION OF ORCHARD SPRAYING (16 mm., silent, color, 11 min., 1959. Traces the development of John Bean orchard sprayers from Mr. Bean's first, hand pump (1884) to present Speed Sprayer.

BETTER LIVESTOCK (16 mm., sound, color, 16 min., 1952). Illustrates the spraying of livestock with high pressure sprayers.

BRUSH FIGHTERS (16 mm., sound, color, 16 min., 1952). Shows the use of high pressure sprayers for brush control spraying of power line right-of-way and roadsides.

TRIAL BY FIRE (16 mm., sound, color, 18 min., 1952). Shows use of John Bean high pressure fog fire fighting equipment combatting various types of fires.

Century Engineering Corp.
HIGH CLEARANCE SPRAYING AND TOPPING (16 mm., silent, color, 12 min., 1959). Shows high-clearance self-propelled sprayers and corn toppers in action.

Hercules Powder Co.
LOW VOLUME SPRAYING (16 mm., sound, color, 13½ min., 1956). Shows farmers how to calibrate spray equipment to deliver proper dosage of insecticides on plants for most effective insect control. Designed especially for cotton farmers.

WEATHER

New Holland Machine Co.
WHO CARES ABOUT THE WEATHER (16 mm., sound, color, 17 min., 1957). Everybody cares about the weather. But haymaking farmers care more. A farm weatherman finds this out the day he gets caught in the very storm he forecast.

WEED CONTROL

American Cyanamid Co.
ROOTS AND ALL (16 mm., sound, color, 15 min.). The title of this full-color movie tells exactly why Amino Triazole Weedkiller solves the problem of controlling Canada thistle, cattails, poison ivy, and many other tough perennial weeds.

The Dow Chemical Co.
QUACK GRASS—THE PERENNIAL GUEST (16 mm., sound, color, 16½ min., 1959). Shows how Quack Grass can be chemically controlled.

E. I. du Pont de Nemours and Co.
DU PONT "TRYSBEN" 200 WEED KILLER (16 mm., sound, color, 10 min.). This film features the fate of five noxious weeds—bindweed, leafy spurge, Russian knapweeds, Bur ragweed, and Canada thistle—after using Du Pont "Trysben" 200 weed killer.

Modern Talking Picture Service, Inc.
THE LAST OF GRASS (16 mm., sound, color, 20 min., 1957). This film shows how farmers can save cultivation, reap more profits in corn and soybeans by controlling grassy weeds before they sprout. (Monsanto Chemical Co. film.)

Naugatuck Chemical
BIGGER SOYBEAN PROFITS WITH CHEMICAL WEED CONTROL (16 mm., sound, color 10 min.). This film demonstrates clearly and entertainingly the techniques, methods and savings to be effected through ALANAP-3 pre-emergence weed control.

MISCELLANEOUS

Allis-Chalmers Mfg. Co.
GRASS ROOTS AMBASSADORS (16 mm., sound, color, 20 min., 1952). Explains the purpose of the International Farm Youth Exchange project and shows the activities of exchange students in Europe and America.

IT'S A FAMILY AFFAIR (16 mm., sound, color, 33 min., 1959). A farm family, shopping for a new tractor, learns how industry has contributed to present-day agriculture.

American Petroleum Institute
A NEW WORD FOR FARMING (16 mm., sound, color, 25 min., 1956). Outlines new career opportunities in modern agriculture.

The Associated Cooperage Industries of America, Inc.
HELPING AMERICA DELIVER THE GOODS (16 mm., sound, color, 25 min.). Shows the processes in the Cooperage industry from the felling of the tree in the woods to the filling of the barrel.

THE CONTAINER ON WHEELS (16 mm., sound, color, 25 min.). Shows the uses of wooden barrels.

Association Films, Inc.
FROM THIS LAND (16 mm., sound, color, 28 min., 1958). Portrays the vital role of rubber-tired machines in harvesting America's major food crops in different sections of the nation. (Firestone Tire & Rubber Co. film)

ALUMINUM ON THE MARCH (16 mm., sound, color, 28 min.).Technicolor "spectacular" showing the widespread use of aluminum today in the home, farm, and industry.

THE DYNAMIC SOUTHEAST (16 mm., sound, color, 20 min.). A beautiful and graphic journey through the New South, contrasted with the Old, showing modern progress in cities, universities, and vast farming areas. (Available only in states east of the Mississippi.)

FARM FAMILY AMERICA (16 mm., sound, color, 28 min.). Filmed in beautiful dairy country, the story of modern farm progress told from the viewpoint of two farm families.

FROM THIS LAND (16 mm., sound, color, 13½ min.). Filmed in the farmlands of America, this heartwarming father and son story shows how conservation, scientific farming, and crop rotation has contributed to the nation's farm yield.

HELPING THE TAXPAYER (16 mm., sound, b/w, 14½ min.). What happens when the government questions your income tax return.

NEW ENGLAND PORTRAIT (16 mm., sound, color, 28 min.). New England life throughout the four seasons.

PACEMAKERS AND CHAMPIONS (16 mm., sound, color, 26 min.). How tires are used in agriculture, industry, and pleasure driving.

Thos. J. Barbre Productions
FARMER BROWN—STEELWORKER (16 mm., sound, color, 28 min.). Farmer Brown leaves farm to work for a time in a steel mill. He learns, first hand, how steel is made into the products he uses on his farm.

Bureau of Mines
ARIZONA AND ITS NATURAL RESOURCES (16 mm., sound, color, 28 min.). Film shows the growth of Arizona from days of Indian civilization until its emergence as 48th state in 1912. Viewer sees contrasting scenes of the past and present that reflect continued progress in industrial, agricultural, and mineral development by an energetic, progressive population.

TEXAS AND ITS NATURAL RESOURCES (16 mm., sound, color, 27 min.). Film shows how American determination and ingenuity, combined with abundance of natural resources, wrought miracle of modern industry and made Lone Star State

one of the most prosperous and progressive in the Union.

OKLAHOMA AND ITS NATURAL RESOURCES (16 mm., sound, color, 29 min.). The story of this rich and progressive state from the early "Sooner" days to the present.

CALIFORNIA AND ITS NATURAL RESOURCES (16 mm., sound, color, 39 min.). This film shows the transformation of deserts into productive fields by irrigation, mountain slopes into mineral mining and milling centers, and coasts into petroleum-producing regions.

OHIO AND ITS MINERAL RESOURCES (16 mm., sound, color, 20 min.). This film shows and describes Ohio's mineral and other resources.

NEVADA AND ITS NATURAL RESOURCES (16 mm., sound, color, 31 min.). Man's successful challenge to Nature in creating a broad industrial and agricultural empire in Nevada against odds of climate and terrain.

WYOMING AND ITS NATURAL RESOURCES (16mm., sound, color, 30 min.). Panoramic treatment of Wyoming's mineral resources, agricultural pursuits, forestry and lumbering, cattle and sheep ranching, scenic attractions, national parks and monuments, dams and power plants, industrial centers, educational institutions, and principal cities.

MISSOURI AND ITS NATURAL RESOURCES (16 mm., sound, color, 33 min.). Emphasizes the diversity of the state, whose mineral resources range from barite to zinc; factories that produce almost everything from aspirin to zippers.

WEST VIRGINIA AND ITS NATURAL RESOURCES (16 mm., sound, color, 32 min.). How man has built an industrial empire in the mountain wilderness of West Virginia, based on an abundance of coal, water, petroleum, and other resources.

OREGON AND ITS NATURAL RESOURCES (16 mm., sound, color, 30 min.). One hundred years of progress in the Beaver State reported to legendary pioneer scout of Lewis and Clark expedition, who returns each year to ride the old Oregon trail.

WASHINGTON AND ITS NATURAL RESOURCES (16 mm., sound, color, 26 min.). The state's varied resources of land, water, minerals, and forests, the diversified agriculture and industry based upon them, and the wide range of scenery are pictured, emphasizing the importance of water resources to the state.

IDAHO AND ITS NATURAL RESOURCES (16 mm., sound, color, 30 min.). Film tells the story of the Gem State's development from arrival of Lewis and Clark Expedition in 1805 to present, emphasizing diversity of natural resources—mining, agriculture, dairying, lumbering, wildlife, and water.

Farm Film Foundation

DYNAMIC CAREERS THROUGH AGRICULTURE (16 mm., sound, color, 28 min.). A truly thrilling picture. It is a graphic, vivid presentation of the opportunities open to young people in our vast agribusiness complex which involves nearly half of our gross national product.

BANKING ON FARMERS (16 mm., sound, color, 18 min.). Built around a former county agent who goes to work in a local bank, farm credit problems are dealt with in a series of fast-moving, intensely interesting sequences ending with a 4-H club project. Useful in teaching boys and girls in senior high school and college the fundamentals of banking for the farmer.

BEES AND HONEY (16 mm., sound, color, 27 min.). Here is a vivid and exciting picture of bees at work, and of the processes in extracting, pasteurizing and bottling honey.

Richard P. Hartman, county agent at Toms River, N. J., recently spoke to a group of advertising executives in New York City. At a special luncheon sponsored by BETTER FARMING METHODS, Hartman told how direct mail and farm magazines effect the county agent's work.

Hercules Powder Co.

DESIGN FOR A LABORATORY (16 mm., sound, color. 11 min., 1955). This film takes the viewer on a quick tour of a modern laboratory where chemical compounds are screened for future insecticides, fungicides, and herbicides.

Illinois Central Railroad

MAINLINE, U.S.A. (16 mm., sound, color, 17 min.). A fast-moving story of the important job American railroads perform for agriculture, industry, and trade.

J. C. Larson Co., Inc.

THE ART OF LEATHER CARVING (16 mm., sound, color, 30 min.). Instructions on leather carving.

THE ART OF FIGURE CARVING (16 mm., sound, color, 17 min.). Instructions on reproducing figures of horses and other subjects.

Maine Department of Agriculture

BLUEBERRYLAND (16 mm., sound, color, 9 min.). This documentary film pictures the traditional blueberry "burn", and other unique aspects of the culture, harvesting and processing of Maine's famous "wild" berry crop.

For complete mailing addresses of companies in this directory turn to page 48-49.

PART-TIME FARMER (16 mm, sound, color, 17 min.). A documentary on the people who operate an amazing 30 percent of U. S. farms. How the doctor, the fur trapper, the television performer, the retired executive, the carpenter, the beautician and the factory worker add to their income by farming.

Modern Talking Picture Service, Inc.

THE STORY OF TWINE (16 mm., sound, color, 22 min.). The story of growing sisalana fiber in Haiti, and its use in manufacturing baler twine for agriculture. (International Harvester Co. film)

PRODUCTION, PROTECTION & PROFITS ON THE FARM (16 mm., sound, color, 30 min.). For rural audiences, illustrates the many uses of polyethylene film on the farm for better production and protection of property, and how it contributes to more profitable farming.

A NEW WORD FOR FARMING (16 mm., sound, color, 22 min.). Pleasant drama about agriculture college students illustrates opportunities in farming today by contrasting modern scientific agriculture with primitive methods.

WHITE WONDER (16 mm., sound, color, 30½ min.). White Wonder gives a brief history of salt, and then goes on to show the different ways of mining, drilling, and evaporating salt. (Morton Salt Co. film)

National Agricultural Chemicals Assoc.

PESTICIDES — BOON TO MANKIND (35 mm. slide program, color, single frame, 58 slides, 1959). Fifty-eight slides and complete script covering the development and use of pesticide chemicals in protecting food, property and health.

National Paint Varnish & Lacquer Assoc.

HERE'S HOW (16 mm., sound, color, 25 min., 1954). Norman Brokenshire shows how to paint various surfaces.

New Holland Machine Co.

A STORY FOR THE EDITOR (16 mm., sound, color, 22 min., 1957). This is a story from a reporter's notebook as he tours the nation for his story on silage. Nothing new in silage? The reporter and you find out differently.

MARCH OF SCIENCE (16 mm., sound, color, 22 min., 1958). March of Science particularly on the farm means a parade of progress and a better life for all of us. This film shows how science on the farm works for you.

Portland Cement Assoc.

CONCRETE EXAMPLE (16 mm., sound, color, 16 min., 1958). Covers the five simple rules to follow in making good concrete.

MEAT, MILK, AND MONEY WITH LIVESTOCK ON CONCRETE (16 mm., sound, color, 15½ min., 1957). Covers benefits of paving and how to place barnyard paving.

Sinclair Refining Co.

500,000 TO ONE (16 mm., sound, color, 25 min.). This movie dramatically illustrates the various destructive insects the farmer must fight against and the friendly insects that help him. It also tells about the help available from the government and private industry, and shows the more successful methods of insect control now in use.

Spencer Chemical Co.

GEORGE TACKLES THE LAND (16 mm., sound, color, 28 min., 1955). Semi-humorous story of a city man turned farmer and his meeting with "Mr. N."

Sterling Movies U.S.A., Inc.

BY-PRODUCTS (16 mm., sound, color, 10 min.). A fascinating review of how scientists work to develop new and better uses for the by-products of the livestock and meat industry.

Union Pacific Railroad

FRESH FROM THE WEST (16 mm., sound, color, 25 min.). This film is on the production, harvesting, grading, packing, packaging, shipping, marketing, and uses of western grown fresh vegetables.

The Venard Organization

HIGHLIGHTS OF THE NATIONAL CORN PICKING CONTEST (16 mm., sound, b/w, 10 min.). You'll see the crowds, learn how the judging is done, see the prizes awarded, and see the arrival of President Eisenhower by helicopter.

THE LEGACY (16 mm., sound, b/w, 27 min.). Story of two farms, two farmers, and two farm boys. Shows importance of family-sized, family-operated farm. (New Idea Farm Equipment Co. films)

ORDER FILMS WITH THESE COUPONS

Please send me your movie, ...

for showing on the date indicated.

DATE: .....

ALTERNATE DATE: .....

NAME: .....

ADDRESS: .....

CITY & STATE: .....

BETTER FARMING METHODS, July 1959

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DATE: .....

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DATE: .....

ALTERNATE DATE: .....

NAME: .....

ADDRESS: .....

CITY & STATE: .....

BETTER FARMING METHODS, July 1959

Mailing Address of Companies in Film Directory

A

S. L. Allen & Co., Inc., 5th St., & Glenwood Ave., Philadelphia 40, Pa.
Allis-Chalmers Mfg. Co., Farm Equipment Div., Milwaukee 1, Wis.
Aluminum Co. of America, 1501 Alcoa Bldg., Pittsburgh 19, Pa.
American Angus Assoc., 3201 Frederick Blvd., St. Joseph, Mo.
American Brahman Breeders Assoc., 4815 Gulf Freeway, Houston 23, Tex.
American Cynamid Co., Film Library, Agricultural Div., Pearl River, N. Y.
American Guernsey Cattle Club, 77 Main St., Peterborough, N. H.
American Hereford Assoc. Public Relations Dept., 715 Hereford Dr., Kansas City 5, Mo.
American Institute of Cooperation, 744 Jackson Place, N. W., Washington 6, D. C.
American Milking Shorthorn Society, 313 So. Glenstone Ave., Springfield 4, Mo.
American National Cattlemen's Assoc., 801 E. 17th Ave., Denver 18, Colo.
American Petroleum Institute, 50 West 50th St., New York 20, N. Y.
American Petroleum Institute, Inc., 1102 Sixteenth St., N. W., Washington 6, D. C.
American Zinc Institute, Inc., 324 Ferry St., Lafayette, Ind.
W. R. Ames Co., 1001 Dempsey Road, Milpitas, Calif.
Association Films, Inc., 799 Stevenson St., San Francisco, Calif.; 1108 Jackson St., Dallas 2, Tex.; Broad at Elm, Ridgefield, N. J.; 561 Hillgrove Ave., La Grange, Ill.
The Associated Cooperage Industries of America, Inc., 408 Olive St., St. Louis 2, Mo.

B

Thomas J. Barbre Productions, 2130 So. Bellaire, Denver 22, Colo.
John Bean Div., Food Machinery & Chemical Corp., 1305 So. Cedar, Lansing, Mich.
Bureau of Communication Research, Inc., 267 West 25th St., New York 1, N. Y. On West Coast, available from The National Board of Fire Underwriters, 405 California St., San Francisco 4, Calif.
Bureau of Mines Central Experiment Station, 4800 Forbes St., Pittsburgh 13, Pa.
Bureau of Reclamation, U. S. Department of the Interior, 18th & C Sts., N. W. Washington 25, D. C.

C

J. I. Case Co., Racine, Wis.
Central Cooperatives, Inc., Box 1000, Superior, Wis.
Century Engineering Corp., 4th Ave., S. E., Cedar Rapids, Ia.
Champion Spark Plug Co., 900 Upton Ave., Toledo 1, Ohio
Climax Molybdenum Co., Div. American Metal Climax, Inc., 500 Fifth Ave., New York City 36, N. Y.
Ray Cunningham & Sons, 501 Gillette St., La Crosse, Wis.

D

Danuser Machine Co., 500 E. Third St., Fulton, Mo.
DeKalb Agricultural Assoc., Inc., 310 North 5th St., DeKalb, Ill.
The Dow Chemical Co., Public Relations Dept., Bldg. 690, Midland, Mich.
E. I. du Pont de Nemours and Co., Motion Pictures Distribution Service, Wilmington 98, Dela.

F

Farm Film Foundation, 1731 Eye St., N. W., Washington 6, D. C.
Film Service Laboratories, Inc., Jefferson Rd., Athens, Ga.
Fox River Tractor Co., 1020 N. Rankin St., Appleton, Wis.

G

Gehl Bros. Mfg. Co., West Bend, Wis.
General Motors Corp., Film Library, 3044 W. Grand Blvd., Detroit 2, Mich.
The Great Western Sugar Co., Box 5308, Terminal Annex, Denver 17, Colo.

H

The Heil Co., 3000 W. Montana St., Milwaukee 1, Wis.
Hercules Powder Co., Delaware Trust Bldg., Wilmington 99, Dela.

I

Illinois Central Library of Audio-Visual Aids, Room 302-Annex, 135 East 11th Place, Chicago 5, Ill.
Irrigation Equipment Co., Inc., 1300 Bethel Drive, P. O. Box 3907, Eugene Ore.

J

Johns-Manville Sales Corp., 22 East 40th St., New York 16, N. Y.
Johnston Pump Co., 3272 E. Foothill Blvd., Pasadena, Calif.

L

J. C. Larson Co., Inc., 820 S. Tripp Ave., Chicago 24, Ill.
Lincoln Electric Co., 22801 St. Clair Ave., Cleveland 17, Ohio

M

Maine Department of Agriculture, State Office Bldg., Augusta, Me.
Masonite Corp., 111 W. Washington St., Chicago 2, Ill.

Minneapolis Grain Exchange, Minneapolis 15, Minn.
Modern Talking Picture Service, Inc., 714 Spring St., N. W., Atlanta 8, Ga.; 216 E. Superior St., Chicago 11, Ill.; 21 West 60th St., New York 23, N. Y.; 444 Mission St., San Francisco 5, Calif.; 2100 North 45th St., Seattle 3, Wash.

N

National Agricultural Chemicals Assoc., 1145 19th St., N. W., Washington 6, D. C.
National Paint Varnish & Lacquer Assoc., 1500 Rhode Island Ave., N. W. Washington 5, D. C.
National Plant Food Institute, Film Service, 1700 K St., N. W., Washington 6, D. C.
National Suffolk Sheep Assoc., P. O. Box 324, Columbia, Mo.
Naugatuck Chemical, Naugatuck, Conn.
New Holland Machine Co., New Holland, Pa.
New Idea Farm Equipment Co., Coldwater, Ohio

O

The Oliver Corp., 400 West Madison St., Chicago 6, Ill.

P

Peach Board of Control, P. O. Box 368, Palisade, Colo.
Pfister Associated Growers, Inc., Aurora, Ill.
Chas. Pfizer & Co., Inc., Dept. AD, 800 Second Ave., New York N. Y.
Phillips Petroleum Co. Advertising & Public Relations Dept. 457 Adams Bldg., Bartlesville, Okla.
Portland Cement Assoc., 33 West Grand Ave., Chicago 10, Ill.

R

Red Poll Cattle Club of America, 3275 Holdrege St., Lincoln 3, Nebr.
Rilco Laminated Products, Inc., W-891 First National Bank Bldg., St. Paul 1, Minn.
Rohm & Haas Co., 222 W. Washington Square, Philadelphia 5, Pa.

S

Santa Fe Railway, Film Bureau, 80 E. Jackson Blvd., Chicago 4, Ill.
Shell Chemical Corp., 50 West 50th St., New York, N. Y.
Sinclair Refining Co., Farm Sales, 600 Fifth Ave., New York, N. Y.; P. O. Box 1710, Atlanta 1, Ga.; Fair Bldg., Fort Worth 2, Tex.; Denver Club Bldg., Room 639, Denver, Colo.; 155 N. Wacker Drive, Chicago 6, Ill.; 906 Grand Ave., Kansas City 6, Mo.; 10 Light St., Baltimore 3, Md.
A. O. Smith Corp., Education and Training Dept., Milwaukee, Wis.
Southern Pine Assoc., National Bank of Commerce Bldg., P. O. Box 1170, New Orleans 4, La.
Spencer Chemical Co., Dwight Bldg., Kansas City, Mo.
Standard Brands, Inc., Agricultural Department, 625 Madison Ave., New York 22, N. Y.
Sterling Movies U. S. A., Inc., 100 W. Monroe St., Chicago 3, Ill.

U

Union Pacific Railroad, Motion Picture Bureau, 1416 Dodge St., Omaha, Nebr.
United Duroc Swine Registry, 239 N. E. Monroe St., Peoria, Ill.
United States Gypsum Co., 300 W. Adams St., Chicago 6, Ill.
United States Steel Film Department, 525 William Penn Place, Pittsburgh 30, Pa.
Universal Milking Machine Div., National Cooperatives, Inc., 1st at College, Albert Lea, Minn.

V

The Venard Organization, 113 N. E. Madison Ave., Peoria, Ill.

W

Western Pine Assoc., 510 Yeon Bldg., Portland 4, Ore.
Wisconsin Alumni Research Foundation, 506 N. Walnut St., Madison 5, Wis.

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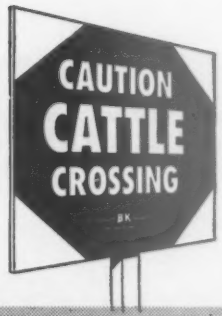

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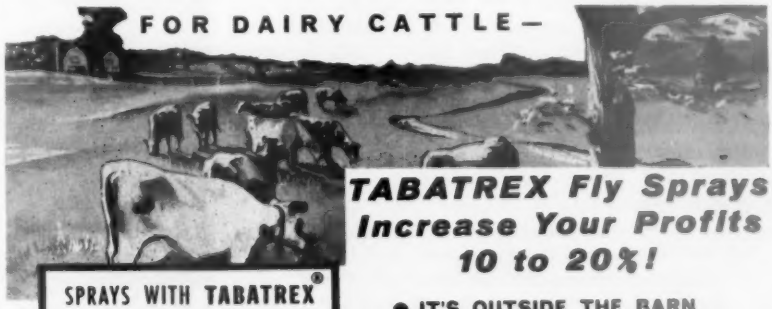

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EDITORIAL

by Frank Waddle

APATHY—Is it the nation's No. 1 problem?

Last month the post script to this editorial page promised that something other than ag leaders would be criticized in this space this month. At that time I had no particular topic in mind.

Guess it doesn't make much difference what topic is selected, it probably wouldn't have very much effect anyway. Whoa, now. There I go, almost being critical of you again. But I didn't mean it that way, really.

What I'm trying to say is that people just don't get excited about things very easily. Let's face it. We're apathetic. And I'm not talking about ag leaders. I'm talking about everyone. Yes, every last citizen (excluding a few crusading individuals) in this great country of ours is suffering from a severe case of apathy.

Some folks claim this is the most serious problem facing our nation today. We don't seem to care if the national debt has climbed to astronomical levels. Or that gangsters have infiltrated into industry and public offices. Or that we might perish if the wrong button were pushed inadvertently.

What do we care about?

We care about our immediate personal problems. Payments on the car, ulcers . . . our headache — or aching back. Our job. Of course these things are all important. Very much so! But, so are other things.

When Will We Change?

The sad fact is, we aren't going to change until it is almost too late. I heard an economist say the other day that one of democracy's great weaknesses is that it takes a great crisis to bring action.

It took a Pearl Harbor to get us in the right psychological frame of mind to fight World War II. (Someone has even speculated that maybe Pearl Harbor was planned to get us in a fighting mood.)

It took a Russian Sputnick to get us in the mood to do something about teachers' salaries — and the school system in general.

Isn't it a shame that it takes a catastrophe to awaken us to our responsibilities as citizens? Most of us (and I do mean *us,* because I'm just as guilty of this as the next fellow) seem to take the attitude: "Oh well, this problem is too big for me to tackle. Might as well drift along with the tide. There's nothing I can do about it anyway."

And as long as we think this way, there is in fact, nothing "we can do about it."

Again, let me emphasize that the pronoun "we" refers to everyone — not just the readers of this magazine.

As a matter of fact, the readers of Better Farming Methods deserve a pat on the back because they probably have one of the lightest cases of "apathy" on record. You truly are interested in affairs beyond your own back fence. I say this with a great deal of assurance. You see, I have proof. The many letters you write about ideas expressed in this magazine prove that you are concerned about national problems.

But the fact remains — the majority of *us* are apathetic!

Maybe you think I'm an alarmist! Well, maybe it's time we became alarmed at some of the things which are happening in this country.

You may have complete confidence in the persons making decisions. You may not mind rolling a wheel barrow of money to the grocery store for a sackful of food.

It could never happen to us?

It could if something isn't done to stop the present trend. I suppose some of the early agricultural leaders of this country — who retired at a fixed income they thought was entirely satisfactory at the time — think it has already happened. They have become victims of the inflated dollar.

Now I don't expect anyone to get too excited after reading a few paragraphs on this page. But let's all look around for ways we can do something to arouse people from their apathetic state. You make lots of talks, teach thousands of students, write many news articles, letters, and appear on radio and television. There must be some way to sneak in an idea now and then to arouse interest in public affairs.

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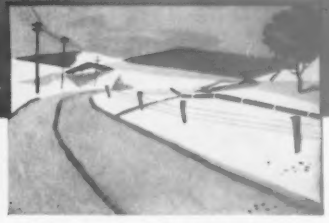

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